

FORMIA announces executive leadership transition



FORMIA Co-Founder and CEO Roland Grohmann (left) and Wilbert de Louw, Co-Chief Executive Officer

[FORMIA](#) has just announced an executive leadership transition: Co-Founder and CEO Roland Grohmann will transition into the role of Board Chairman, while Wilbert de Louw has been appointed Co-Chief Executive Officer, effective 1 September 2025

This initiates a structured handover period that will conclude in Q2 2026 when de Louw assumes full leadership responsibilities as CEO. Grohmann will serve as a Chairman and remains major shareholder providing strategic guidance and governance.

For more than two decades, FORMIA has partnered with the world's leading airlines and brands to deliver excellence, innovation and sustainable solutions that elevate the airline passenger journey.

"The appointment of Wilbert marks the beginning of an exciting next chapter in FORMIA's growth journey. Wilbert's leadership will ensure the continuation of this legacy while maintaining the company's focus on customer and brand centric value creation in the airline amenities and comfort items sector," said Grohmann.

De Louw brings extensive expertise across airline catering and the F&B hospitality industry. As Founder and CEO of [Foodcase International](#), he built a global provider of inflight food solutions, partnering with many of the same airlines FORMIA proudly serves today.

"Wilbert's entrepreneurial spirit, passion, and customer-first mindset make him the ideal person to lead FORMIA into the future," Grohmann continued. "His values resonate deeply with our culture, and I am confident our team and partners will continue to thrive under his leadership."

Based at FORMIA's Hong Kong headquarters, de Louw will actively engage with key global markets and partners. His leadership will further strengthen FORMIA's ability to create value-driven branded amenity and comfort concepts with airlines and partners worldwide.

"I am honored to join FORMIA at such a pivotal moment," said de Louw. "Roland and the team have built an incredible legacy of innovation and partnership. I look forward to working with him, the talented team and partners to enhance the passenger journey and shape the next phase of growth together."

With this leadership transition, the company reaffirms its mission to inspire, connect and deliver products and concepts that delight airline travelers worldwide.