

Guest column: Top picks for sustainability exhibitors at WTCE 2025

This article is published in partnership with WTCE



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The adage – Sustainability Starts at Home – is a useful starting point for any company supplying and operating within the sector of airline passenger products and services.

Many of the exhibitors at WTCE are small to medium-sized enterprises, where the option of engaging a leading ESG consultancy to assist in sustainability strategy and execution is not an option. That said, the CEOs and Directors of all companies exhibiting at WTCE, regardless of size, have the responsibility and ability to direct their teams across the activities they control.

This includes asking the right questions needed of suppliers, manufacturing units, operations and supply chains to set KPIs to improve sustainability and lower their impact on the environment. Increasing numbers of SME's are now going further and are well down the road to achieving net zero emissions accreditation and some have even got there. Sustainability at home of this kind is to be celebrated.

By understanding the supply chain in which they operate and the regulations that affect the treatment of International Catering Waste (ICW) several exhibitors have recognized that simply introducing recyclable or biodegradable materials, most of which will be incinerated or sent to landfill, is still operating to a linear and not a circular economy.

Instead, these informed and innovative exhibitors have designed products and solutions that take into account the ICW regulations and offer airlines and caterers a solution that uses both the right materials and offers end-end product lifetime circularity... And this is really worth shouting about...

Here are just some of the inspiring exhibitors that I'm excited to see at WTCE this year:

Visitors to the [Bottega SpA](#) stand at WTCE (Stand 4C51) will discover a company committed to a sustainable future while honouring its rich heritage. With four centuries of excellence in fine wine and grappa production, Bottega has evolved from humble tenant farmers to a noble family, always driven by a passion for quality and tradition. Under strong leadership, Bottega SPA is focused on achieving sustainability across all 17 UN Climate Principles, earning the highest agricultural production accreditation through Equalitas. The company proudly uses 100% renewable energy, with significant investments in eco-friendly technologies like a 2022 photovoltaic system that provides 40% of the energy at their Bilbano site, geothermal air conditioning that reduces CO2 emissions, and the recirculation of 5 million litres of distillation water annually. Additionally, Bottega's commitment to organic farming practices and onsite wastewater treatment further underscores their dedication to environmental stewardship. A stop by their stand promises not only a taste of tradition but also a look into the future of sustainable beverages.

[deSter's](#) stand (4F60) at WTCE is a must-visit for anyone passionate about sustainability and innovative product development. Recognized in the Steps to Sustainability Trail 2024 for its leadership in sustainability reporting, deSter has earned the prestigious Ecovadis Platinum status for 2024, placing them in the top one percent of all graded companies for sustainability performance. This recognition highlights their commitment to driving change, particularly through their innovative approach to circularity challenges posed by International Catering Waste Regulations. One standout development is the FlyLight cup concept – a lightweight, reusable beverage cup designed with the understanding that used cups not segregated by crew will be incinerated or sent to landfill under current regulations. FlyLight offers a sustainable solution at the end of its life, ensuring a minimal environmental footprint. deSter's focus on pioneering sustainable solutions for the catering and travel industry makes their stand a key stop for those seeking to learn about the future of eco-friendly, circular design.

Stop by [Callington's](#) stand at WTCE (Stand ID89) to discover how they are revolutionising the inflight cleaning and pest control industry with their commitment to sustainability. As a leader in aircraft cleaning products, Callington offers a range of solutions, including 100% biodegradable formulations and PSA sustainable insecticides that use climate-friendly HFO gas in aerosols. Recognised with the prestigious EcoVadis Platinum rating for sustainability, Callington is a prime example of a company that actively reviews and improves its operations to minimise environmental impact. Its dedication to developing eco-friendly products that contribute to a more sustainable aviation industry makes their stand a must-visit for those seeking innovative solutions in cabin cleaning and pest control.

Visit [Castelo Monte Vibiano's](#) stand at WTCE (Stand 4C40) to experience a true leader in sustainable production and innovation. As one of the foremost manufacturers of monodose olive oil, condiments, and sustainable wine, Castelo Monte Vibiano has been at the forefront of sustainability since launching their "Green Revolution Project" in 1998. Every process, from production to packaging, has been meticulously evaluated and re-engineered with sustainability in mind, including the installation of photovoltaic panels, biodiesel production, electrification of vehicles, and organic farming practices. In 2009, the company became one of the first in the world to receive the UNISO 14064 Greenhouse Gas Verification. Recognised for its continuous leadership in making business operations more sustainable, Castelo Monte Vibiano remains driven by the ongoing passion of the Bologna family to make a positive impact on their colleagues, community, and the planet. Castelo Monte Vibiano offers a glimpse into how tradition and innovation can go hand in hand in building a sustainable future.

Be sure to visit [Buzz Products](#) (Stand 4C30), a leader in creating memorable and sustainable travel amenities. For over 25 years, Buzz has collaborated with world-leading airlines and hotels to enhance the travel experience, including iconic partnerships with American Airlines, United Airlines, Delta Air Lines, Etihad, and many more. Buzz is committed to sustainability through conscious design, focusing on incorporating sustainable materials into its luxury products to minimise the environmental impact of travel. With a strong emphasis on circular economy principles, Buzz considers the full life cycle of each product, from material selection to end-of-life. Buzz's dedication to better practices is evident in its ongoing efforts to improve processes, ensuring that all manufacturing practices are ethical, reliable, and aligned with industry best practices. Its innovative creations have earned numerous awards for design and sustainability, making Buzz a standout example of how the travel industry can innovate responsibly.