

# A decade of success case study: Linstol

*This article is part of a series where World Travel Catering & Onboard Services Expo (WTCE) highlights its long-standing exhibitors who have exhibited since the show's inception in 2012.*



The Linstol team at an earlier WTCE exhibition

WTCE is celebrating its 10-year anniversary this year and to mark the milestone, the event is putting a spotlight on the 10 companies that have exhibited at the show every year since 2012.

[Linstol](#), producers of customizable inflight passenger comforts, is the first in the spotlight. Having joined the event for the first time 10 years ago when the business had approximately 30 airline customers, it now counts more than 100 global airlines as its customers.

WTCE has played a leading role in the company's journey. Looking back to 2012, Linstol first showcased four major product categories, including headsets, disposables, comfort and amenity kits. The company has expanded since then and visitors to the event this year will see fresh new products that are innovative, sustainable, eco-friendly and have increased functionality.

The last 10 years have not only seen the company innovate in line with its customer's needs to keep up with consumer trends, but Linstol has also expanded its offerings beyond just hard goods and is now considered an industry leader in logistics solutions and design services on top of their core

product categories while also keeping sustainability at the forefront of everything it creates.

One of its most impressive innovations to date is the SuperCup, which uses an improved geometry along with Earth Coating to create a truly recyclable paper cup. The downstream affect is to significantly reduce their use of plastics and help lower their carbon footprint.

"WTCE is the largest show in our industry, and it gives us the opportunity to have meaningful face-to-face contact with existing airline partners and connect with people that have new roles/positions. We are known for our lavish swag bags and the open and welcoming spirit that keeps the show fun for us as well as airline attendees," the company told WTCE. "WTCE has helped us grow our business by providing the ideal platform to showcase new products, new partnerships and innovations that airlines have come to depend on us for."

"Hearing the success stories of some of our longest standing exhibitors is one of my favorite parts of the job and it's fantastic to hear how far Linstol has come over the last 10 years," said Polly Magraw, WTCE Event Director. "Its stand is always a delight to visit. You can always count on discovering something new when you stop by."

***Visit Linstol on stand 4E30 at WTCE June14 to 16, 2022.***