

# A decade of success case study: SOLA Switzerland

*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.*



[SOLA Switzerland](#) is the largest Swiss manufacturer of cutlery and has had its roots established as a creator and manufacturer of quality tableware since 1866. However, it cannot be denied that its success within the onboard hospitality sector in the last 10 years was also due to the company participation at WTCE.

In 2012 at its first exhibition, SOLA Switzerland introduced visitors to its state-of-the-art cutlery and porcelain. Since this time, the company has extended its product line to include personalized options, engraved cutlery, color variations and special cutlery for foods such as yoghurt, vegetables and antipasti. The business's constant stream of innovation has made SOLA Switzerland a popular choice for many airlines looking for well-made and durable items. Swiss Airlines till this day utilize Sola Swiss cutlery to serve their customers through each of their class. Sola Switzerland provides complete solutions if they are looking for a single supplier to add both luxurious Swiss accessories to the fine food in their premium cabins and more affordable yet sumptuous accessories for their economy class.

WTCE provided and served as another platform for SOLA Switzerland to launch its latest product developments. Moreover, the year-on-year participation at the show provided necessary aid to stay connected with customers. WTCE has become an integral part of SOLA Switzerland's yearly event planning as the company understood the importance of staying in touch even during the turbulent times.

Speaking of the role that WTCE has played in the company's growth, a SOLA Switzerland spokesperson said: "Since first exhibiting at WTCE in 2012, WTCE provided us with an opportunity to reconnect or forge new relationships and we made many business contacts that we have been able to stay in touch over the last years. We're always delighted to see returning faces to the show as well as new visitors every year that we can introduce to our product range. Our participation at the event for the past 10 years really helped increase the success of our business in this interesting and versatile sector. WTCE has allowed us to explore more opportunities in the travel industry and broaden our "cutlery" horizons and it has become a must-attend event in the calendar every year for us. To anyone thinking about exhibiting - just go for it, you won't regret it!"

WTCE Event Director, Polly Magraw added: "It's been a delight to see SOLA Switzerland flourish at WTCE every year for the past decade, and I'm so pleased to be welcoming them back for the 10th year this June. The team's stand is always a hotbed of innovation and I'm particularly looking forward to exploring the new products they bring to the show this year."

*Visit SOLA Switzerland on stand 4E28 in Hall 4 at WTCE June 14 to 16, 2022.*