

Guest column: WTCE 2026 diary

This is a special feature from the [May 2026 Post-WTCE/Awards issue](#) of *PAX International*, on [page 40](#).

Writing a WTCE diary is never an easy task. The countdown begins just days after the previous show wraps—but that might be too long to print here. WTCE itself is the culmination of months of hard work from across the Plane Talking Products ([PTP](#)) team. This year, visitors to our stand 4C70 saw the Plane Gallery: a curated collection of tableware, textiles and amenities differentiated by class and design theme, set against the striking backdrop of the new PTP branding.



The Plane Talking Products team at WTCE 2026

Day 1 - Monday April 13

The journey to Hamburg begins in the minds of our design team in spring/summer 2025. That vision flows into product development, closely guided by procurement. Samples start arriving at PTP HQ just before Christmas—and with our new Creative Director Manoj Pridhanani joining in February, his expert touch shapes the stand design into its final form.

Prep day arrives, and the big question is—have the products? Thankfully yes, and the team is on-site at the Messe unpacking and dressing the stand. As with any exhibition, there are inevitable delays and snagging issues. By late afternoon, I arrive to find the team still working around the builders, with a quick hello to neighbouring stands before it becomes all hands on deck.

At 7:30 p.m. I finally drag everyone away for a well-earned dinner ahead of the three days to come.

Day 2 - Tuesday April 14

We are ready as the show opens and the stand looks fantastic, with immediate positive feedback. The day is non-stop—we barely stop for food or a drink—but thankfully we are close to the new Drinks Zone and some very good pizza.

It is great to see so many familiar faces, and much of the day is spent catching up. At 5 p.m. we attempt to leave but are quickly persuaded to stay for drinks. How could we refuse?



At WTCE, Plane Talking Products highlighted the art of onboard design across dining, wellness, comfort and circularity

Day 3 - Wednesday April 15

We start the day with Manoj's session on *Dynamic Innovation in the Cabin*, a lively discussion with strong audience engagement. I catch the beginning before heading back to the stand for meetings.

The stand continues to draw strong attention, particularly the tableware, which reflects a balance of trend-led glaze and shape development with aviation requirements such as lightweight durability.

By the end of the day we are exhausted and hungry, but a "quiet dinner" opposite the hotel quickly turns into a lively evening when we meet friends from the show and join tables.



Plane Talking Products presented a WTCE showcase exploring how onboard design shapes dining, comfort, well-being and circularity

Day 4 - Thursday April 16

Final day, and we arrive re-energized. First priority: secure the stand booking for next year. We will be back—the countdown to WTCE 2027 starts now.

It is a slightly quieter day, finally allowing time to walk the show floor and catch up with more familiar faces, including colleagues from the Aviation Sustainability Forum in the new exhibitor section.

Customer gifts this year include a William Edwards tea set from the *Celestine* range, luxury eye masks, and K-beauty face and eye masks—all very well received, and now completely gone. Less to pack home.

Time flies and we start packing up. All that effort now condensed into a few boxes. The team have one last wrap up meeting before our meeting room is disassembled around us. We check our notes, gather up business cards, say our goodbyes. Now the real work starts.