

WTCE issue Guest Column: Solutions for the sky

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At SkyTender, we see ourselves in the middle of a development that affects the entire industry: changing customer needs (individualization, digitalization, sustainability, quality awareness), while reducing operational costs or generating more ancillary revenues.

The SkyTender beverage solution is a sustainable post-mix-based beverage service that eliminates beverage packing waste which reduces weight, carbon footprint and cost of operation. The built-in connectivity provides detailed consumption reports and comparative carbon footprint analyses.



The SkyTender Solutions mobile beverage system generates 80 percent less waste and lowers the carbon footprint by more than 70 percent compared to service using bottles and cans

It is amazing how people have gotten used to the fact that service in the world's most modern means of travel consists of bottles (mostly plastic!) and cans (aluminum!) being pushed through the cabin in a rolling case. Billions of bottles and cans handled annually are still part of the flying ecosystem. Next to being a huge commercial burden this often stands in the way of meeting ESG goals and, due to its high visibility, effective sustainability-oriented public relations.

Driven by public sentiment, government regulations and supported by diverse NGOs, like the International Waste Management Association, the industry is finally innovating and slowly walking the everlasting talk of more sustainable flights.

Last year, a UNESCO scientific Life Cycle Assessment study provided proof that a SkyTender-based service generates 80 percent less waste and lowers the carbon footprint by more than 70 percent compared to the existing bottles- and cans-based service. Not to mention the fact that the significant reduction in over-catering saves weight and galley space, depending on galley configuration and aircraft type, even a whole galley.

We aim to become the new standard in beverage catering and are on a pretty good path to achieving this. Our vision to enable a sustainable beverage service at substantially lower operational costs is now becoming reality with a major airlines and aircraft manufacturers as early adaptors and collaboration partners.

In the future, drinks will be served fresh at your seat in a consistent quality. Whether cold (water, juices, soft drinks) or hot (various coffee specialties such as cappuccino, flat white and espresso or chai tea).

In short: We are ready to take off into the future.