The Official Aircraft Interiors Expo 2011 Show Review

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While every effort has been made to ensure accuracy in the compilation of this magazine, the organisers cannot accept liability for errors and omissions.

Environmental Statement - Sustainable paper
All publications produced by SMS are printed on paper from sustainable forests, manufactured using Elemental Chlorine-Free (ECF) bleach and 100% recyclable chemical fibres. The paper is also 100% recyclable and is from natural and renewable resources.
The show opened with a top level press conference and debated some of the most pressing issues facing the cabin interiors sector - such as the future of the passenger experience and the latest trends in cabin segmentation, seating and in-flight entertainment.

Thank you to the panellists: Air France: Alex Hervet, Long Haul Products Director; Airbus: Bob Lange, Head of Aircraft Interiors Marketing; B/E Aerospace: Tom Plant, Vice President & General Manager Seating Products; Lumexis: Doug Cline, CEO; United Airlines: John Yeng, Director Product Marketing.

The 2011 exhibition had over 500 suppliers showcasing products and services incorporating the whole cabin experience from luxury seating and upholstery to in-flight entertainment and amenity kits. This is the reason why 7,900 visitors and more than 11,000 attendees walked through the doors – an increase of 9% on the previous year.

A special presentation was held during the show for the Crystal Cabin Award winners in recognition of their achievement in cabin design, innovation and technology.

Please join me in congratulating Elektro-Metall Export, Lufthansa Technik, RECARO, Thales, The IMS Company and the Munich University of Applied Sciences who were the winners of the unique prizes for innovative products and concepts in the field of aircraft cabins.

Time and time again this exhibition has acted as the launch pad for many cabin interior programmes and innovative new products. We have been delighted with the feedback from this year’s show and are already working hard to plan next years show – to be held in Hamburg on 27 -29 March 2012. Many thanks to all those who supported the show and we look forward to welcoming you back in March.

Katie Murphy

Winning with RECARO

Two Crystal Cabin Awards 2011 for the seating innovations Air New Zealand Skycouch™ and Basic Line 3520
Reflecting cabin interiors trends

The international cabin interiors community was out in force at this year’s Aircraft Interiors Expo. The event attracted more than 7,900 (*pre-ABC Audit figure) visitors from 88 different countries – all eager to see some of the latest products and innovations being showcased by more than 500 exhibiting companies.

For those who doubted that seats could push the boundaries of reducing weight even further there were new concepts on display across all sectors of the cabin interior. Innovations in in-flight entertainment and connectivity also drew a significant amount of visitor attention but other areas such as new galley concepts, fabrics and flooring also commanded attention.

Debating the issues of the day
To whet everyone’s appetite for what they would see on the exhibition floor, the show kicked off with a high level press conference for all attendees. This featured a line-up from two airlines, a seating specialist, an IFE specialist and an airframe manufacturer, giving a broad spread of views across the industry.

Compèred by Aircraft Interiors Expo’s Industry Consultant Vern Alg, the panel debated questions on everything from the impact of premium economy in the cabin to what business travellers might expect from regional jets in the future.

The verdict on premium economy/economy plus was, resoundingly, that it is here to stay and may hold further opportunities to be explored. Alex Hervet, Long Haul Products Director at Air France, said that 600,000 passengers had already flown on the airline’s Premium Voyager service since its launch in late 2009 and that the airline now has Premium Voyager across 90% of its fleet. He added that in May the airline was going to receive its fifth A380 aircraft – and that this would be the first one to have Premium Voyager onboard.

United Airline’s Director of Product Marketing, John Yeng, backed this up saying, “There is big potential out there for premium economy.” He added that feedback from the airline’s Economy Plus area showed that passengers were scoring this service significantly higher than traditional economy in terms of rating the overall travel experience.

The issue of legroom and personal space was also raised. Have seats reached the limit of their “thinness”? Airbus’s Head of Aircraft Interiors Marketing, Bob Lange, said he felt it was now mathematically impossible to make seat backs any thinner than the latest products already offer.

Tom Plant, VP & General Manager Seating Products at B/E Aerospace added that he thought it was entirely possible that a 28 pitch could become standard for economy use in the future, thanks to the latest seating technology. He said: “The challenge is still long-term comfort in that area – a true judge of how comfortable a seat is means it needs to still be comfortable after three months, six months and a year’s worth of use – if it’s still comfortable after that then you have a great product.”
In the in-flight entertainment arena, Lumexis’s CEO Doug Cline, predicted that IFE was getting ready for a seismic change with new companies coming into the market and challenging some of the established players with a raft of innovations; the big question, however, was which ones would survive? All the panel felt that reducing costs in IFE would be a great help.

Bob Lange said cost was a major factor for airlines saying that the annual costs to maintain IFE could be as much as an aircraft engine. “It’s important for airlines to make the right decisions from the beginning,” he said.

John Yeng added: “There are many companies with emerging IFE technologies – we are looking for partners that can offer reliable products that can be delivered to market in the quickest way.”

Supporting innovation
This year’s event included the first German Pavilion for Young & Innovative Companies. Eleven exhibitors were accredited to exhibit in this special zone on the exhibition floor. Each company received financial support from a scheme run by the German Government that helps young German companies to promote their products and services at accredited trade fairs. This initiative meant that Germany’s Federal Ministry of Economics and Technology (the BMWi) included Aircraft Interiors Expo among its respected list of international trade fairs for the first time. A number of criteria had to be met for a company to join the pavilion and qualify for the scheme, which subsidised 80% of the cost of exhibiting.

Futuristic seating
Some of the most popular products included the Not For Wimps futuristic concept seat. Contour Aerospace teamed up with Factorydesign to create a prototype seat which aims to give passengers an intense and stimulating in-flight gaming experience. The design is currently at the concept stage but certainly created maximum attention and a talking point for Contour Aerospace.

Among many other seat designs, B/E Aerospace revealed its new lightweight seat for premium cabins. Unlike electric business-class seats, the Millennium seat is all mechanical helping to ensure that the seat is lightweight and lower cost. It is suited to business or first class narrowbody cabins but would also work well as a premium economy seat for widebody aircraft.

The trend for lighter and lighter seats was demonstrated by a number of companies including Aviointeriors and Recaro. Aviointeriors unveiled its Ultralight 28 economy class seat, whose weight has been reduced to just 8.9kg per
passenger thanks to thinning out the seat padding, removing the recline mechanism and reducing parts count. Meanwhile Recaro had shaved 30% of the weight of its previous economy class seat without resorting to non-recyclable carbon fibre. The Basic Line 3520 weighs in at 11kg and offers more leg room by moving the literature pocket from the knee area to above the tray table.

To meet airlines’ need for high-density business class seating, EADS Sogerma launched a seat that reclines to a fully flat position but at a pitch of just 58in to 60in. The Equinox seat, developed in conjunction with JCE Design, offers a traditional cabin configuration of 2-2-2 or 2-3-2 in widebody aircraft.

Refurbishment potential
Designs to refurbish existing aircraft fleets were also in evidence. Heath Tecnain unwrapped a new interior upgrade system to retrofit existing Boeing B737s and B757s. The new look was on show for the first time anywhere during the exhibition and features contemporary styling, increased baggage capacity, improved bin loading, ease of access to seats and LED lighting.

Other refurbishment solutions included Airbus’ Space-Flex lavatory and galley concept which can enable A320-family operators to fit an extra three seats onboard their aircraft.

Getting connected
In-flight entertainment and connectivity (IFEC) exhibitors had much to talk about this year. Highlights included well-established players such as Panasonic Avionics’ launching eX3 – its latest generation IFEC system – and newcomers such as Intelligent Avionics, which showed a full in-seat demonstrator of its new lightweight Aura seat-centric IFEC system. The company says the total weight of each seat-centric system comes to just 1.5kg per passenger.

Product medley
Some of the one-off innovations being promoted during the show included Lufthansa Technik’s onboard exercise bike and SkyMax’s Skytender which has created what it believes is the first and only patented fully automatic beverage system for airlines.

The world’s first flying duty free shop was unveiled by AIM Aviation. The company announced that Korean Air will be using this on its first 10 A380s when they enter service in June. Up to 64 individual items can be displayed and, in the event of turbulence, each of the display bottles has a strong magnet on the bottom which can withstand a 2g loading.

Katie Murphy, Exhibition Director for Aircraft Interiors Expo, said: “We feel like this has been a benchmark year for the event in terms of the amount of new products and innovations on the show floor – the ‘feel good’ factor had certainly returned. We have been pleased with the feedback we have received from both visitors and exhibitors and are working hard to deliver another successful show in 2012.

The next Aircraft Interiors Expo takes place from 27-29 March 2012 at the Hamburg Messe.

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Beaming winners with brilliant trophies

180 invited guests from the aviation industry witnessed the excitement and tension of the award ceremony for this year’s Crystal Cabin Award in Hamburg’s prestigious traditional hotel, the Atlantic. After a formal dinner, seven snow-white trophies were presented to beaming winners. A total of 52 entries from ten countries were received by the Crystal Cabin Award Association in Hamburg. 21 of them reached the final round. “It is surprising that, although there have been many improvements in the past ten years, there are still new innovations coming to light every time. It is often said that allowing for variation in body posture poses a difficulty in airplanes, but the finalists have proven that this is not necessarily the case,” comments Prof. Dr Peter Vink from the Delft University of Technology in the Netherlands (Industrial Design Engineering), a member of the Judging Panel.

The trophy in the “Entertainment and Communication” category was presented by the new Secretary of State at Hamburg’s Ministry of Economic and Labour Affairs, Dr Bernd Egert. And the winner was The IMS Company from the USA, for its RAVE (Reliable Audio Video Entertainment) product, an embedded on-board entertainment system with only two part numbers.

First prize in the category “Industrial Design / Interior Concept” went to RECARO Aircraft Seating GmbH & Co. KG. The manufacturer’s winning BL3520 seat has three key characteristics: reduced weight, more space and increased comfort. The RECARO team got to go straight back up onto the stage again when they won the trophy in the “Passenger Comfort” category for their Air New Zealand SkyCouch. The SkyCouch is a trio of economy seats that create a flexible space for up to three passengers.

Elektro-Metall Export won a trophy in the “Greener Cabin, Health and Safety” category for their Non-Touch Waste Flap product. Working together with Schüschke Solid Surface, Elektro-Metall Export has developed an automatic flap for waste bins in aircraft lavatories.

Lufthansa Technik took out the “Material and Components” category with their Galley Light. The thin floor path marking system has been tuned for its environment so well that it blends flush into the galley floor and can withstand the physical loads, fluids and temperatures that it will be subject to in an airliner’s galley.

The “University Category” is still very new, and the students delivered a photo finish. Marina Fischer, Bianca Herberth and Veronika Ruml from the Munich University of Applied Sciences won by a whisker. The focus of their Airgonomic interior design concept study, produced in cooperation with EADS Innovation Works, was on the basic needs of passengers on short-haul flights. Rolf Dieter Selge, Aviation Consultant and member of the Judging Panel, presented the trophy to the three young graduates, whilst Carmen Krause, Crystal Cabin Award Project Manager, presented them with a cheque for 3,000 euros. “The major aim in offering this category is to support visions of young minds for innovative aircraft cabins and see these come true in the near future,” explains Carmen Krause. “We want to encourage students from all over the world to take part.”

The “Judges Commendation Prize” was presented to THALES for the Touch Passenger Media Unit by Christian Körfgen, Chairman of the Judging Panel and Vice President of Product Management & Innovation at Deutsche Lufthansa AG. TouchPMU is a menu-driven handheld device running the Android™ operating system and controlled with a 3.8 inch (9.7 cm) touchscreen. It represents a whole new level in the development of on-board entertainment systems, enhancing both functionality and ease of use at the same time.

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To take a virtual tour of the LSG Sky Chefs’ booth
visit http://lsg.sc/smile

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www.lsgskychefs.com
Designing and delivering unique aircraft furniture has become part of the normal customer brief for Altitude Aerospace Interiors (Altitude). One such monument is a centre bar unit, recently launched onboard a new 777-300ER aircraft.

The bar unit located at door two presents an exciting and welcoming entrance for passengers. Passenger experience was foremost in the design of the bar unit, along with functionality for crew and maximisation of space.

A decorative ribbon feature frames the upper bar unit, the lower half contains stowage for three chilled full carts and two half carts. Lighted stowable glass racks, a large touch screen and a replica stone bench top with a scalloped food and beverage preparing area, was designed as a self service and social gathering venue for Business Class passengers while in-flight.

Adding to the grandeur of the entrance, Altitude designed a cross aisle ceiling feature with a central dome and dramatic mood lighting.

Lighter alternative for demanding applications

Tapis’ Ultradeather “Promessa” generated immense interest at Aircraft Interiors Expo 2011 for use in upcoming commercial airline programmes, despite already flying on corporate and VIP aircraft around the world.

Promessa blends extreme durability with a luxurious, innovative, two-toned texture that stands up to the most demanding environments. This combination makes Promessa a versatile option for a wide variety of high wear uses, including seating applications that a Regional Jet programme, Jump Seat or Economy Class seat may demand.

Ultradeather is extremely lightweight and weighs in at less than ½ the weight of real leather. Thus, using Ultradeather on seating reduces the overall weight of the seat and cabin. There is less shrinkage than leather and it offers 100% yield – which means low waste. In addition, Ultradeather maintains a consistent texture throughout the entire roll and production lot. It’s also easy to care for using just soap and water, which eliminates the need for harmful cleaning solutions.
Alaska Airlines enhances in-flight entertainment

Alaska Airlines has upgraded to the digEplayer L7, which has replaced all existing units and expanded the in-flight entertainment programme in order to offer more passengers access to the advanced handheld system. In addition to offering touch screen navigation, the new digEplayer L7 is lighter weight and smaller than the previous system.

Alaska’s digEplayers boast a varied selection of content, including more new-release movies and television programmes, the NFL Network, ReelzChannel Hollywood programming and interactive games. The device can also be connected to the Internet via Alaska Airlines’ Gogo in-flight Wi-Fi network for an additional fee.

“We’re pleased to offer our customers an enhanced entertainment option on our flights,” said Joe Sprague, Alaska Airlines’ Vice President of Marketing. “The new digEplayer is smaller and lighter than a laptop, has a much longer battery life, and provides exciting and unique content for our travellers.”

Alaska Airlines, in 2003, helped pioneer the handheld IFE market as the first carrier worldwide to fly the digEplayer system. Since then,
Amsterdam Airlines signs deal with Onboardlogistics

During Aircraft Interiors Expo 2011, Amsterdam Airlines became another customer for Flex-e-Bag and Flex-e-Clip, adding to the growing number of airlines to see the benefits of Onboardlogistics’ products for the collection and segregation of in-flight waste. Flex-e-Bag is also the standard waste management system for the AeroCat polymer trolley concept.

AeroCat also signed at the show a letter of intent with Aer Lingus to replace all existing trolleys.

Trolley manufacturers showed great interest in the Caster Alignment System which can solve the wheel issue around lightweight trolleys. The system aligns the wheels into a straight locked position to make the trolleys easier to steer and control.

LSG Sky Chefs launches equipment website

At Aircraft Interiors Expo 2011, LSG Sky Chefs announced the launch of a new equipment website available for external use.

The website offers customers an online platform through which they can order off-the-shelf, standard equipment items directly. The website also creates a new channel of dialogue between LSG Sky Chefs and its customers to work together and develop standard pieces into customized in-flight concepts for the airline, which in turn helps an airline stay true to its brand and differentiate itself within the market.

The selection of products ranges from meal service concepts to comfort items, technical equipment and commodities. Products on the website are labelled as Environmentally Friendly, Lightweight and Space-Saving. This clearly demonstrates that LSG Sky Chefs aims to create onboard equipment that will not only deliver efficiencies throughout the airline’s supply-chain, but will enhance the airline’s brand perception as being environmentally focused. For more information, please visit http://equipmenthighlights.lsgskychef.com.

New exhibitor celebrates VIP success

Having walked the show in previous years, German VIP interiors company 328 Support Services (328SSG) booked in as a new exhibitor at this year’s show. With so much demand from new exhibitors, a new area was created in Hall 6 especially for Aircraft Interiors Expo first-timers.

328SSG presented a VIP exhibit which drew much attention from visitors interested in high quality interiors whether for new interiors, refurbishment or part interiors. Such was the interest that the Sales Team are following up on a number of enquiries for various aircraft and helicopter refurbishment, such as seat recovering and renewal of veneer on existing monuments. Also of note was interest from a major aircraft manufacturer about a large order of VIP equipment that caught their eye due to the simple German design and high quality finish. Kim Fuller, 328SSG Sales and Marketing, said: “Exhibiting at Aircraft Interiors Expo 2011 has been a success for our company: that is why we have already booked a stand for next year”.

Fitness on board

Lufthansa Technik offers the first recumbent bike ergometer for use on board of aircraft.

In cooperation with the sports equipment manufacturer Technogym, Lufthansa Technik modified and qualified a premium off-the-shelf ergometer to comply with the stringent airworthiness regulations of the European Aviation Safety Agency. The qualification process required, among others, the selection and testing of new materials for seat cushions and trimcovers to fulfill the flammability requirements. In order to eliminate electromagnetic interferences electrical components were especially shielded. With a mass of 105kg for the ergometer and attachment structure the equipment is tested to withstand a 12g force as required for aviation standards.

The ergometer can be implemented by LHT within a one-time modification of the aircraft and be invisibly integrated in the floor structure for quick installation and removal. The de- and reinstallation of the equipment can be performed by any Part-145 organisation within less than thirty minutes.

This new quick-changeable equipment offers customers the freedom to enjoy their daily workout not only on the ground but also during their flight.
Aircraft Interiors Expo 2011: we are pleased to look back to this years Expo in Hamburg, an exhibition that once again brought numerous interested visitors to our booth. The high quality of contacts experienced at the show, strengthen our decision to continue our participation at the Hamburg Show 2012. On this note, we look forward to welcoming you again in Hamburg next year with new products and services.

Bucher with pride: Awards from Airbus at the AIX 2011 in Hamburg.

Ink Stop Leather Protection produced by Uniters S.p.A. and distributed by SPS Middle East was indeed the Hamburg show stopper!

Ink Stop is our new generation protection cream and will actually stop passengers from writing on the leather either deliberately or accidently!

It also provides excellent protection from food & beverage stains, oil, alcohol, perspiration and dye transfer. It can easily be applied on new or existing leather upholstery by a wipe or cream solution on normal cleaning intervals.

Watch http://www.youtube.com/watch?v=53xrQCgPn3Y and be prepared to be amazed!

Contact SPS for more details darren@spsmiddleeast.com
CTT receives order during Aircraft Interiors Expo

At Aircraft Interiors Expo 2011, Comlux America ordered a CTT Cair™ System to be installed during Summer/Fall 2011 in an Airbus VIP A319 aircraft.

Cair™ focuses on the passengers’ health and comfort by providing humidification of the extremely dry aircraft cabins without causing condensation. Cair™ gives a pleasant relative humidity of around 20%, compared to 3-5% without, thereby reducing dry air related problems.

“We are very pleased to once again work with CTT for our new outfitting project on an A319 ACJ. We have already installed the Cair™ system in a recently completed A320 VIP Cabin and we are thoroughly convinced of the added value of the Cair™ system for Comlux VIP clientele,” says David Edinger, CEO of Comlux America.

The Cair™ system is based on evaporative cooling technology and uses a method that effectively precludes the transfer of bacteria within the aircraft. The dual-purpose system increases humidity for greater comfort and incorporates the Zonal Drying™ System to counter condensation problems.

CTT’s Zonal Drying™ System has been selected as basic equipment for the new B787 “Dreamliner” and CTT’s humidifiers are options in crew rest compartments and on the flight deck.

Schneller unveils 2011 collection

During Aircraft Interiors Expo 2011, Schneller introduced its first annual collection of laminate and non-textile flooring designs.

The 2011 collection was inspired by the universal design concept of nature and its influence on cultural creations. As the Schneller design team explored the synergistic relationship between nature and culture they chose textures for their simplicity and natural appearance. “The colour palette of subtle blues and greens were inspired from hues found in nature, while the neutral greys in the collection were chosen for their prominence in the man-made environment. In addition, its designers used this opportunity to experiment combining print methods to achieve sophisticated results - merging the precision of digital printing with pearlescent effects achieved through screen printing,” states Leo Esteve, Schneller’s Creative Design Leader.

The collection is intended to provide inspiration and ideas for its customers.

“There is a variety of bold, elegant and subtle decor to suit a multitude of design objectives,” commented Diane Geisler, Schneller’s Director of Marketing and Business Development. The intent was to showcase a harmonized décor that could be used across the cabin interior – subtle designs for sidewall and seating applications, striking options for feature walls, non-textile flooring options for lavatories and galleys all coordinated with upholstery and carpet graciously donated by Rohi and Anker respectively.

Arrowhead Products lower the pressure

At Aircraft Interiors Expo 2011, Arrowhead Products presented its range of Ultra Lightweight Air Distribution Ducting, which includes both flexible and rigid ducting, acoustic mufflers and caps & sleeves.

Arrowhead Products provides single source design, engineering, manufacturing and qualification of low pressure and high pressure air distribution systems for aerospace customers worldwide. For aircraft interior applications Arrowhead Products has the capability to provide complete system or sub system design proposals in relation to air distribution, air extraction and ventilation systems. Utilizing the latest 3D design and analytical software together with state of the art materials and manufacturing processes, the company has the ability to provide optimized solutions in terms of product specification, weight and cost.

Arrowhead Products’ global reputation is endorsed by recent selection and participation in aircraft programmes in the Americas, Europe and more recently in the booming aerospace market of China.
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New actuation system

Dornier Technologie presented its new actuation system for business class, first class and VIP passenger seats at Aircraft Interiors Expo 2011.

All motors, gear boxes, electronics and the manual release function are combined in one unit to save weight and to simplify the harness. The unit can be exchanged quickly in the event of any problems and can be fully tested with a specific test bench in the workshop of the airline.

The brushless DC motors and new gear technology result in a silent motion and as the system is one single unit, the qualification costs can be minimized.

Transaero Airlines® chooses Lumexis®

Transaero Airlines® has chosen Lumexis® cutting-edge FTTS (Fiber-To-The-Screen®) technology for a full-cabin retrofit of four 373-seat Boeing 777-300s this year and three 522-seat B747-400s starting first quarter of 2012.

“As a full service carrier, Transaero is committed to providing our passengers with a truly superior in-flight experience in all classes of service,” said Executive Director, Alex Krinichansky. “After carefully investigating and assessing the latest available In-Flight Entertainment / Communication (IFE) products over several years, we found that only Lumexis® FTTS IFE could support the full range of advanced passenger services and entertainment we required, uniquely including full AVOD HDTV delivery to every passenger in all cabins”.

Doug Cline, CEO, Lumexis, commented: “Lumexis is honoured to be able to partner with such a distinguished, superior-service airline. As the wide-body launch customer for our second generation of FTTS, Transaero Airlines demanded not only unparalleled, leading-edge performance, but most importantly, the highest reliability to assure uninterrupted service and full passenger satisfaction”.

Transaero Airlines is a full service carrier headquartered in Moscow and operating an extensive fleet of both single-aisle and wide-body aircraft around the world.

Revolutionary leather protection

SPS Middle East/Uniters experienced great success at Aircraft Interiors Expo 2011 with their new generation leather protection cream Ink Stop Protection.

Ink stains/marks prove a major challenge for the industry with all airlines striving to achieve a premium cabin appearance. Ink Stop Protection prevents passengers from being able to deliberately or accidentally write on the leather or synthetic upholstery. SPS has already signed supply contracts to a number of the world’s major airlines with this revolutionary new product.

Changing the way we see things

Chameleon Products has expanded its range of products and services by becoming extensively involved with the interior design of bespoke EBJS (Executive Business Jets), not only providing its unique process to aircraft seats and furniture, but also designing the interior with selection of colours, wood, leathers and the overall look.

A name was assigned to reflect the design of each aircraft. For example Polar, Blackbird and Moulin Rouge which reflected the colours and mood of the interior; Polar, utilizing fresh cream leathers; Blackbird, strong dark tones; and Moulin Rouge, with its strong red and sober grey tones.

Chameleon has also introduced Skygallery, a new 3D concept to provide airline logos, brands, portraits or just beautiful pictures which have depth and realism.
Thinking outside the box inside the cabin

Aircraft Interiors Expo Americas provides a unique platform to see the latest concepts, designs and product innovations in the interiors industry. Taking place in Seattle, the hub of aviation, the expo provides the opportunity to meet with industry suppliers for commercial airlines, airframe manufacturers, cabin products and services, completion facilities and more.

Register free now at: www.aircraftinteriorsexpo-us.com/register
In-flight equipment solutions that go the extra mile

With more and more airlines looking for ways to reduce costs, many suppliers are having to reinvent themselves in order to meet the demands of their customers. One company that has successfully achieved this, while significantly growing its market share over the past few years is LSG Sky Chefs.

“If you would have asked me what LSG Sky Chefs did a few years ago, I would have stressed our catering operations,” says Dirk Mulzer, Managing Director, LSG Sky Chefs Catering Logistics GmbH. “Now however, we cover all in-flight service related operations, supplying airlines with a complete service package, including management services, innovation and concept development, equipment design and sourcing, Buy-on-Board and in-flight retail, warehousing and logistics, and even IT solutions. We even have an in-house engineering team that designs and oversees the construction of entire catering facilities for some of our clients; all of this is a far cry from the traditional view of an airline caterer.”

Optimally sustainable products

It’s not often that a product can claim to be truly sustainable, but in the case of LSG Sky Chefs’ QUANTUM trolley, it might just be the case. The QUANTUM trolley, the winner of the Crystal Cabin Award, delivers significant benefits to airlines and crews alike. The trolley, which has been developed in conjunction with LSG Sky Chefs’ exclusive partner Norduyn, is over a third lighter than its predecessor and consists of significantly fewer parts.

Significant savings

“But it’s when we look at savings, that’s when the trolley really comes into its own. At 35% lighter than a standard aluminium trolley, fuel burn can be reduced considerably. For example, on a normal flight load on B747, the weight difference between standard aluminium trolleys and QUANTUM trolleys is 850kg per flight. Moreover, with fewer parts, the trolley is quicker and cheaper to service. It also requires less dry ice to keep foodstuffs cool and it has a minimum 10-year life span. We like to think of it as a true sustainable product, reducing costs and environmental impact, while improving the lives of crews and passengers,” concludes Mr. Mulzer.

LSG Sky Chefs recently received an order from Lufthansa for almost 30,000 QUANTUM trolleys to be delivered over the coming three years. The airline estimates that once all trolleys are fully in service they can save about 9,000 tons of kerosene and 28,350 tons of CO2 annually. Other airlines have also expressed interest in the QUANTUM line of trolleys.

Innovation driven efficiencies

The trolley however, is just one of the in-flight product innovations that LSG Sky Chefs has launched in recent years; there are a number of others that also offer considerable efficiency improvements. The biodegradable sugarcane tray, for example, is made from the by-product of a natural resource, is lighter, greener (it decomposes within 180 days), and cheaper to source, thanks to the abundance of raw materials.

The newly-improved polypropylene glass rack offers economical benefits as well as excellent handling in operations across the supply chain. With a claim to reduce breakage by as much as 50 to 70 percent, this product definitely shows airlines a return on their investment. Its unique design offers a number of innovations such as a patented lightweight construction which makes crew handling more comfortable. The third layer of the rack can accommodate taller glasses along with mugs and other glasses. Additionally it’s highly customizable to suit all glass and drawer standards, and it can be ordered according to specific heights, certifications and colours.

When bundling together innovative equipment production along with logistics management, airlines will not only see efficiencies throughout the supply chain, but will also see an increase in their bottom line. With SkylogistiX, a partnership between LSG Sky Chefs and Kuehne + Nagel, airlines can rely on years of trusted logistics management experience, optimized to create guaranteed efficiencies to get the right amount of equipment needed to the right location on-time.

LSG Sky Chefs offers airlines bundled in-flight solutions that go beyond classic catering, to include equipment design and logistics management which, not only creates savings for the airline, but allows them to focus on what’s most important to their business: keeping their passengers satisfied.

To find out more about LSG Sky Chefs’ equipment efficiency programmes and how they can benefit you visit http://lsg.sc/smile
The biodegradable sugarcane tray, for example, which is made from the by-product of a natural resource, is lighter, greener (it decomposes within 180 days), and cheaper to source.
“Although I am a newcomer to the business of aircraft interiors, I have spent my entire working career in and near the airline industry. And for the last two decades I have been an invited lecturer on airline management at more than 20 selective business schools worldwide. In explaining to MBA and undergraduate students the ongoing challenges of sustained airline profitability, I’ve developed a list of six or seven factors that account for most of ‘the answer’.

Walking the halls Aircraft Interiors Expo 2011, I was reminded that one of those factors has moved from an academic topic to my daily challenge. As Vice President of a new company that is breaking into the world of in-flight entertainment systems, I must now confront what I tell students is a fundamental paradox: in open markets like the EU, North America, Australia, and parts of Asia, deregulation has fostered competition and dramatically pushed down the price of flying, but the most of the inputs that airlines need to provide within that €99 fare must be purchased in tightly controlled supply markets where only one, two, or a few players dominate.

Airports are a good, though perhaps extreme, example. Of course it would be impractical for every airline to have its own set of runways, but the reality in many markets is that airport operators, whether public or private, do not face genuine market forces. Labour is another instance: carriers with union contracts must buy their labour from a single provider; they know that it would be cheaper in an open market.

In the world of aviation hardware, most categories have just a few producers. Of course I understand big economic forces. Consolidation is a reality in aerospace manufacturing as it is in virtually every economic sector. And the sheer genius, organizational prowess, and enormous sums of capital required to produce a new aircraft type or engine has for decades prevented all but a handful of firms with ‘the right stuff’ from entering the business.

But that should not be, and fortunately is not, a universal and immutable barrier. True innovators look at categories with entrenched incumbents and see opportunity. Against formidable odds, without encouraging words from bankers, and often with few cheers from potential customers, they persist, working past midnight with an idea they know will shake up the business.

Sometimes they fail. Inherent flaws take them down, or the market changes suddenly, or technology shifts in an instant. In some cases the incumbents squash them – fortunately, though, competition authorities are more vigilant today than in the past, and predatory behaviour is no longer allowed in the EU and North America.

Happily, young innovators do succeed. They triumph for several reasons. First, they start with a blank piece of paper, free of the biases and rote of established firms. Second, they listen carefully to the expressed – and sometimes unspoken – needs of customers and customer proxies. Third, they use the absolutely newest technology, stuff on the cutting edge. But, and this is reason #4, they recognize that new technology will not always be new, so they design their systems and their platforms to be flexible and to accommodate the change that will surely come.

That’s what we are doing. And at Aircraft Interiors Expo 2011, many applauded our innovation and our will. We smiled when one longtime interiors expert called our solution ‘disruptive technology.’ We are determined to succeed.”

Dr. Rob Britton is Vice President, The Americas, for Intelligent Avionics, makers of the ultra lightweight AURA in-flight entertainment system. In addition to his responsibilities there, he is an annual guest lecturer on airline marketing and strategy at more than 20 business schools worldwide.
Save the Date
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If you are interested in exhibiting at Aircraft Interiors Expo 2012
contact Daniel Kazimierczak on +44 (0) 208 910 7132
Reorder or rethink?

Adam Mellen, Director, Boltaron, discusses the developments in sheet products and gives his advice to buyers

Until recently, meeting aircraft fire, smoke, heat release and toxicity standards (FAR 25.853 A1 F, Part IV-6565; FAR 25.853 (d); FAR 25.853 A1(i) and FAR 25.853 A1; ABD-0031 and D6-51377) meant sacrificing the appearance and properties of thermoformed interior parts, but major advances in sheet production have all but eliminated these tradeoffs. Specifiers can now look beyond FAA, Boeing and Airbus ratings, to improved impact resistance, extreme scratch resistance, and unlimited visual effects—tools that designers can use to significantly improve the appearance of aircraft environments while offering superior resistance to damage.

To take advantage of what advanced sheet products now offer, buyers should rewrite specifications.

Improve property-to-cost ratios

Buyers should start by specifying a sheet product that offers the greatest physical property values, especially impact resistance, at any given cost level.

Sheet products of major manufacturers are easily evaluated in terms of Izod impact resistance, specific gravity, tensile strength, flexural modulus, Rockwell hardness, heat deflection, heat release, NBS Smoke and thermal expansion, by comparing specifications of individual grades online.

Less obvious but as important in many cases, are other product characteristics that affect performance in the field. For example, some sheet products simulate a metallic appearance by reverse printing of metallic ink on clear cap film that is laminated onto a thermoplastic substrate, whereas other metallic sheet is comprised of a cap film with integral metallic coloration, offering greater scratch resistance. You should acquaint yourself with such differences before purchasing any sheet product.

Offer unlimited design freedom

Designers yearn for the widest possible selection of colours, metallic’s, wood grains, patterns and textures—the tools they need to create interior environments that owners and passengers will prefer over the interiors of competing aircraft.

Specifiers should therefore attempt to maximise the aesthetic options offered by the sheet manufacturer being considered, in terms of:

- Solid colours in a standard or unlimited range
- Translucent colours
- Clear sheet
- Wood grain prints
- Custom patterns
- Thicknesses from .003 to 3.0 in. (.076 to 76.2 mm)
- Standard or unlimited surface textures
- Scratch resistant surfaces
- Scratch resistant, integral metallic colours
- Low, medium and high gloss surface textures

Because aircraft interior projects generally start small and then grow, the sheet supplier selected should also offer very low minimums on all variants of its sheet products, allowing a project to be initiated without cost penalties or long deliveries.

Capitalise on improved materials

Flame and smoke requirements, once the determining factors in sheet specification for thermoformed aircraft interior components, are now satisfied by a wide range of certified sheet products. As a result, specifiers can shift their attention to differences in the physical properties, cost and appearance of sheet products, and in the manufacturers that offer them.
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MRO IT Conference & Showcase
October 20-21, 2011
Sheraton Chicago Hotel & Towers • Chicago, IL

Aerospace & Defense Programs
October 24-26, 2011
Arizona Biltmore • Phoenix, AZ

MRO Asia Conference & Exhibition
November 8-10, 2011
CNCC-China National Convention Center • Beijing, China

Lean Six Sigma for MRO Europe
November 16-17, 2011
Crowne Plaza Amsterdam Schipol • Amsterdam, The Netherlands
A double win for Recaro Aircraft Seating

Two Crystal Cabin Awards for Recaro Aircraft Seating: At Aircraft Interiors Expo 2011, Recaro Aircraft Seating received the prestigious industry award for two seats: the Basic Line 3520 as well as the Air New Zealand Skycouch

“The fact that we can take home two awards is an outstanding endorsement of our philosophy and product strategy. Quality, design, and comfort combined with lightweight design really pay off!” explained Recaro Aircraft Seating CEO Axel Kahsnitz at the award ceremony. “We are especially pleased by the fact that we repeated our double win which took place two years ago.” In 2009 the Recaro Smart Line 3510 and Comfort Line 3620 seats took first-place honors in their categories.

The distinguished jury of experts awarded a prize this year in the category “Industrial Design/Interior Concept” for the Basic Line 3520. This new seat, which has already been tried and tested by numerous airlines since the end of 2010, combines several features: The BL3520 is extremely lightweight – it is 30% lighter than the previous model. Thus the seat helps reduce fuel consumption and CO2 emissions while significantly lowering costs for the airlines. Furthermore the BL3520 offers passengers more living space than comparable products. This is possible thanks to a leaner, space-saving backrest combined with patented Recaro solutions including a higher literature pocket. Instead of being placed in the passenger's knee area, it is located above the tray table which ensures an outstanding level of passenger comfort. Airlines can install additional rows of seats and still offer more legroom, which has a positive effect on their profit. Recaro Aircraft Seating also improved seat comfort and ergonomics based on scientific research. The company worked in partnership with German universities to develop a study on optimal backrest contours, the results of which were fully integrated into the new backrest design.

The Skycouch, an Air New Zealand design and developed by Recaro Aircraft Seating, won in the category “Passenger Comfort”. The unique economy class seating solution is a combination of three seats that can be converted to a lie-flat space. The ergonomic legrests can be folded up to a 60- or 90-degree angle. Adjusting the legrests to 90 degrees creates a comfortable, lie-flat space across the three seats. In addition, the seat features a newly designed backrest in lightweight, high-tech materials with matching armrests that can be easily folded away when the seats are configured for sleeping. Other features include an extended headrest, swivel-mounted video display and in-flight entertainment system with PC power, USB and iPod connections. Several airlines have already shown their interest in this Recaro seat model, which was presented to the public for the first time at Aircraft Interiors Expo 2010.

The Crystal Cabin Awards were presented in 2011 for the fifth time in conjunction with Aircraft Interiors Expo Hamburg. The judging panel screened and evaluated 52 products from ten countries this year. The award is presented to recognize outstanding products and concepts for airline cabins. In terms of engineering, production and marketing, all products submitted for the award must offer potential customers clearly defined operational advantages.
The Show Preview
Dear Colleague,

We are delighted to announce the move of Aircraft Interiors Expo Americas to Seattle, Washington State - the hub of aviation in the US, from 12 – 14 September 2011.

Now in its 3rd edition, Aircraft Interiors Expo Americas is the only event within the region showcasing airline interior design and cabin systems engineering solutions.

In just three days, over 3,000 industry professionals will come together to network and gain valuable insight into the latest developments for cabin management systems, seating products, advanced materials, galley equipment, lighting, intelligent design solutions and much more.

Forward thinking businesses can expect to capitalise on the latest trends and innovations on display at Aircraft Interiors Expo Americas enabling them to exceed customer expectations and increase yield.

Following our largest ever show in Hamburg earlier in the year, we can look forward to our most successful ever Americas event as indicators suggest a very positive year ahead and a very optimistic future for our industry.

The event will once again be located alongside the annual conference and exhibition for The Airline Passenger Experience Association (APEX) and the International Flight Services Association (IFSA). Representing the entire passenger experience.

We look forward to welcoming you to Aircraft Interiors Expo Americas 2011.

Admission to Aircraft Interiors Expo Americas is free and you are able to register on-line now at www.aircraftinteriorsexpo-us.com.

See you there!

John Hyde
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Useful information

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Washington State Convention Center
800 Convention Place
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Getting There
The Washington State Convention Center is located right in the heart of downtown Seattle. The Center features on-site parking, business services and a variety of eateries.

The Washington State Convention Center is located about 11 miles north of the Seattle-Tacoma International Airport and 5 miles north of the King County International Airport.

Directions from Seattle-Tacoma to the Convention Center
Journey time around 22 minutes
Start out going Northwest.
Merge onto I-5 N via the exit on the Left toward Seattle.
Take the Dearborn St/James St exit, exit 164A, toward Madison St.
Take the I-5 N exit on the Left toward Vancouver BC/Madison St/Convention Center.
Take the exit toward Madison St./Convention Place.
Stay Straight to go onto 7TH Ave.
7TH Ave becomes Hubbell Pl.
Turn Left onto Pike St.
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800 Convention Pl.
To view directions visit:
www.aircraftinteriorsexpo-us.com/Seattletacoma

Directions from Boeing Field/King County Airport
Journey time around 12 minutes
Start out going Northwest on Perimeter Rd S.
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Turn Left onto 13th Ave S.
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Merge onto I-5 N toward Vancouver BC.
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Take the I-5 N exit on the Left toward Vancouver

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Washington State Convention Center
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Show Dates and Times
Monday 12 September 09:00 - 17:00
Tuesday 13 September 09:00 - 17:00
Wednesday 14 September 09:00 - 15:00

Hotel and Travel Information
Official housing partner onPeak will provide Aircraft Interiors Expo Americas attendees with exclusive discounted hotel accommodation and competitive airfare rates.
For more information visit:
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Questions
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Hue creates tone

Colours reflect our interior state of mind, feelings and personalities. That inner vision is translated into airline interiors by designers. KYDEX, LLC is dedicated to helping clients every mile of the journey, matching the colours designers envision and bringing that vision to life.

Designers dream in colour
The first aspect a designer might lay out in an airline interior is colour. Setting a mood for passengers the moment they board is crucial. While also distinctly embodying and enhancing the brand personality of the airline throughout the cabin. The desired ambiance might be the prestige of platinum for a premier business carrier; the serene allure of flecked seashells, golden sands and glimmers of sunlight for an island airline; or a notion as simple as “nothing but blue skies ahead” that resonates with all who take to the air. It is not coincidence that colour and tone are synonyms. Colour is tone.

Colour is a three-dimensional experience
Colour creates movement, peaks and valleys of light, transitions of hues that can vary in different lighting environments. That’s why KYDEX transitioned from presenting flat colour chips of KYDEX® sheet to three-dimensional, thermoformed pieces as product samples. Parts that have undergone the thermoforming process showcase the varied properties of the final product. Colours, glosses, effects, embossing and pearlescent finishes come to life. The designer can experience the subtle interplay of shapes and shadows, of curves and angles. The most intricate details of colour and light can make or break a design. So it’s essential to designers to see exactly what they will get. Typically, KYDEX can meet a colour matching request in hours, freeing designers to pursue their plans with confidence.

Inspiration can come from anywhere
There are names, numerical codes and call outs for colour in the design industry. But in essence, colour is experiential. Designers see the translucent blue in a butterfly’s wings; the muted golden tones of weathered brass; or even a Sunburst Orange Chevy HHR, like one recent KYDEX client. They want that very colour in their design. Still, they’re not sure it can be achieved in compliant materials. KYDEX has been working with airline interior designers for decades to meet those very challenges. Close collaboration is at the core of the company’s mission in serving its clients, some of the most prominent names in the commercial airline and aircraft interior design industries.

The KYDEX Design Lab has created thousands of custom colours
KYDEX continuously works to coordinate new colour palettes. In fact, KYDEX presented a complete 28-colour collection at The Aircraft Interior Expo in Hamburg, Germany in April of 2011. The KYDEX® 6503 collection was the product of collaboration between designer David Scott and the KYDEX Design Lab. Scott began as a sceptical potential KYDEX client, challenging the Pennsylvania company to match his vision of a dreamy, cloud-like environment in fully compliant materials. Needless to say, Scott was impressed with the rigorous process, company standards and finished product.

Today, KYDEX is committed to pushing the envelope of colour in airline interiors.

Visitors to the KYDEX stand in Hamburg expressed surprise and delight at the new colour collection presented. Airline passengers worldwide have grown more sophisticated in their tastes. Designers want brave and contemporary colours to fulfil these desires and demands. Like David Scott, they are finding their match with design-forward companies such as KYDEX that understand their world and realize their visions.

What is colour? We see red when we are angry. When we’re envious, we’re green. The pink of health is where we all want to be. Beyond the science and semantics, colours are more than a mere reflection of light.
### Essential Contacts

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Altitude is a specialist in developing and implementing innovative solutions to help airlines differentiate their aircraft interior experience. Dedicated to good design, Altitude has a history of supplying customised product for new and retrofit Boeing & Airbus aircraft and also providing a complete reconfiguration, integration and certification service.

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Cobham’s SATCOM antenna and server systems offer superior technical performance and are amongst the smallest and lightest on the market. Our technology enables SATCOM connectivity for passenger use in the cabin and operational data services for the cockpit and flight deck. Cobham hardware is certified and selectable on a wide range of new production aircraft as well as available for retrofit onto in-service aircraft.
InterfaceFLOR
1503 Orchard Hill Road, LaGrange, GA 30241
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InterfaceFLOR Introduces Sky-Tiles™ Carpet

InterfaceFLOR launches the first carpet tile for aircraft reducing the number of carpet parts with a useful life of at least four years. InterfaceFLOR is the world’s largest manufacturer of modular carpet, the innovator of glueless carpet installation, and a recognized leader in sustainable product.

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E: avionsales@itt.com
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As a world-class engineered solutions provider, ITT Enidine designs and manufactures energy absorption and vibration isolation products for the commercial aviation business. The full range of aviation products includes UltraLOC™ seat locks, rotary dampers, stow bin dampers, rate controls, panel isolators and interior noise & vibration isolators.

Linstol
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Linstol provides the airline industry with passenger cabin related products from the Naples USA and London, UK offices. Line of products includes, eco-friendly Headsets, Earbuds, Noise Cancellation Headsets, Plastic and Paper Cups, Plastic Cutlery, Napkins, Cotton Towels and Towelettes. More than 150 airlines have benefitted from the Linstol Concept.

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LSG Sky Chefs is the world’s leading provider of in-flight services. These range from airline catering, in-flight equipment and logistics to in-flight retail and related airport services. LSG Sky Chefs partners with more than 300 airlines worldwide and operates some 200 customer service centers in 50 countries, producing around 405 million airline meals a year.

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TTF Aerospace is a full service aircraft interior design and manufacturing company. Whether it’s finely executed projects requiring special capabilities or complete interior reconfigurations with TTF designed components, TTF offers imaginative interior products demonstrating excellence, fulfilling customer needs and improving passenger comfort.
STG Aerospace unveils the latest innovation in photoluminescent (PL) floorpath marking; a unique pattern-matching service.

SaftGlo is the world’s leading photoluminescent emergency floorpath marking system and has been at the forefront of all the major innovations in PL for the aerospace sector.

STG has now extended its market-leading SaftGlo range with a unique pattern-matching offer.

SaftGlo PatternMatch is tailor-made to match the actual pattern of even the most intricate carpet design. A translucent overlay, specially printed to match the surrounding carpet’s color and design, sits over the PL strip meaning the system is completely discreet when cabin lighting is on but just as effective as other SaftGlo variants if the lights go out.

PatternMatch has been developed in response to demands from customers for whom interior design is a key feature.

Like all SaftGlo ColorMatch systems the new design is a completely sealed system that is both hard-wearing and low maintenance; making it the perfect, easy-to-fit low cost alternative to electrical floorpath marking systems.

With its inherent ability to drive down the cost of operating aircraft SaftGlo is the preferred choice for Boeing, Embraer and is flying high in over 6000 aircraft worldwide.

For more information on how your airline could benefit from new SaftGlo PatternMatch, visit us online at: stgaerospace.com or come and visit us at booth 146.
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