

# AIX issue: Listen and level up with Linstol

This is a special feature from *PAX Tech's* [May 2024 AIX issue](#), on [page 36](#).



Linstol headsets and earbuds fly on more than 55 global airlines

Linstol prides itself on producing industry leading headsets and earbuds with customizable designs at a competitive price that provide a high-quality IFE experience for passengers. *PAX Tech* spoke to CEO Mark Russell about how improving comfort and acoustics will lessen listening fatigue and level up the passenger experience.



Mark Russell, CEO, Linstol

Currently, Linstol has more than 30 fully customizable designs on offer to clients. New products can be “unique to a specific client both acoustically and visually,” Russell says. In 2024, Linstol will be unveiling several new headset brands it has added to elevate its offering for premium cabins.

The headsets and earbuds are flying on more than 55 global airlines: Air New Zealand, ANA, British Airways, Cathay Pacific, Delta Airlines, Etihad and many more.

The design team works collaboratively to bring new products to life. Russell explains that the process starts “as either a need to solve a technical issue for a customer or as a design idea that gets transformed into a conceptual drawing.” The team prints 3D versions of ideas and from there products “are literally sculpted and adjusted to create a finished conceptual model.”

Next, the product is taken to the R&D team to develop handmade samples for design review. The acoustic specialist comes in after that to optimize the sound quality of the product and, finally, the team begins to stress test the product to confirm it is “exceptional sounding” and will “hold up well to the unique environments of our industry.”

Linstol works with Meridian Audio and the Engineered by Meridian (EBM) division to drive improvement in audio performance. “By constantly challenging convention they help us enrich the customer’s onboard experience,” Russell says.

Last year Linstol produced more than 200 million earbuds and headsets for airlines. The packaging includes paper, wraps for Business Class and Economy Class headsets and multi-use solutions that encourage the passenger to reuse. This approach helps Linstol and its partners lessen plastic waste.

Working toward a “zero-landfill” goal is important to the company, Russell says. Collaborations with

companies such as recently acquired MNH Sustainable Cabin Services help Linstol reach that goal. Linstol also recently introduced a relationship with The Plastic Bank that aims to incorporate recycled plastics captured from ocean-bound waste streams into new headsets.