

Linstol partners with Lenbrook to launch exclusive airline audio collaboration



Linstol and Lenbrook are partnering to enhance the inflight audio experience

In a move that's set to reshape inflight audio experiences, [Linstol](#) tells *PAX International* it has formed an exclusive working relationship with [The Lenbrook Group](#) (Lenbrook), the Canadian parent company behind some of the world's most respected boutique audio brands—Bluesound, NAD Electronics and PSB Speakers. The strategic partnership marks the first time these premium consumer audio brands will enter the airline space, offering an opportunity for both Lenbrook and Linstol to elevate the standard of inflight sound.

A new frontier for Lenbrook

Historically, Bluesound, NAD and PSB have only been available via traditional retail and online channels, where it has built a loyal following of audiophiles and tech-savvy consumers. With this partnership, these brands now gain access to an entirely new, high-visibility market—the global airline industry.

"This is a significant milestone for Lenbrook," said Gordon Simmonds, CEO of The Lenbrook Group. "Working with Linstol opens the door to millions of passengers, introducing them to the audio performance benefits of our brands, now at 35,000 feet."

Linstol elevates inflight experience

For Linstol, the partnership is part of a broader initiative to offer airlines a curated bundle of premium₁

brand collaborations that reflect the quality, innovation and design-forward thinking modern travellers expect.

Much like how luxury skincare lines are now integrated into inflight amenity kits, Linstol sees a clear parallel with audio—offering passengers not just a headset, but a sensory experience that mirrors top-tier consumer expectations.

“Airlines today are not just transporting passengers—they are curating experiences,” said Mark Russell, CEO of Linstol. “Our ongoing mission to elevate in-flight audio continues with this collaboration with Lenbrook, adding another globally respected consumer electronics brand to our portfolio and helping our airline partners deliver world-class sound to their passengers.”

Tailored for every cabin experience

Linstol products are fully customized to reflect the aesthetic and brand narrative of each airline partner. From colour-matched materials to exclusive sound profiles, Linstol ensures that every offering complements the airline’s onboard identity. And with brands like Bluesound, NAD and PSB now in the mix, those offerings become even more differentiated.

Through in-person consultations and B2B engagements, Linstol introduces these brands directly to airline decision-makers. While the process is deliberate—often part of long-term RFP cycles—it represents a growing trend: airlines seeking ways to differentiate the passenger experience in a competitive global market.

A sound strategy for growth

With more than 50 global airlines already purchasing Linstol headsets, the company is in a unique position to bring these top-tier audio brands into its customer’s inflight environments. And for Lenbrook, it is a powerful way to engage new audiences, enhance brand visibility and explore uncharted territory in the travel sector.

"The result? A win-win that sounds as good as it looks," said Linstol.