

# Jamco America partners with Alaska Airlines and SEKISUI KYDEX for textured branding panels



Jamco brings modular textured branding panel to Alaska Airlines with SEKISUI KYDEX

[Jamco America, Inc.](#) (Jamco) has announced it has entered into a partnership with [Alaska Airlines](#) and [SEKISUI KYDEX](#) to create a new, modular and textured branding panel for use in Alaska Airlines aircraft. The new pattern inspired by the Spirit of the North adds a touch of modern heritage to the cabin, a nod to represent the airline's home in Pacific Northwest.

Jamco's modular decorative panel enables airlines to add depth to the way they showcase their brand elements in a cabin environment. The bulkhead uses a custom-coloured KYDEX® Thermoplastic, a durable and recyclable material.

Jamco said in its press release that the environmentally sustainable panel solution can be easily maintained and swapped if damaged, making it ideal for airlines.

"We were delighted to partner with Jamco America and Alaska to identify a bespoke solution to communicate the airline's brand attributes in one of the most visible areas of the cabin," said Karyn McAlphin, Creative Design Lead for SEKISUI KYDEX.

The new bulkhead concept was created using pressure forming, bringing definition and depth to the Aura Lines through debossing. The thermoforming tool also incorporated a texture to help convey the airline's brand identity.

"The aesthetically pleasing and textured Aura Line panels add depth and a touch of Alaska's natural beauty to the cabin experience, aligning with the airline's commitment to genuine and high-quality service," said John Cornell, Director of Research & Development and Information Systems at Jamco America, Inc. "The partnership exemplifies successful collaboration and highlights how rapid prototyping and remote teamwork, even in the throes of COVID-19, can overcome logistical challenges, ultimately leading to innovative solutions in the airline industry."