

Big on brand with Geven

This is a special feature from PAX Tech's [July 2021 Cabin Hygiene, Seating & IFEC](#) digital edition.



The Super Eco from Geven is designed for comfort even at a pitch of 28 inches

Aircraft seat maker [Geven](#) was busy this spring launching a new seat for the high-density cabins and polishing up a new brand identity, “which reflects the significant strength and vitality of Geven's evolution and growth over the past many decades of activities.”

In May the Naples, Italy, company announced its latest entry, the SuperEco (short for Super Economy) weighing in at 7.9 kilograms per passenger; and designed for comfort, even at a pitch of 28 inches.

“The seat leaves space to an unexpected generous legroom, thanks to the redesigned supporting structure,” said a release from Geven. In addition to a design that maximizes space in a dense narrow-body cabin, Geven has added a range of options including the ability to customize the seat for connectivity and USB integration. Airline customers can also differentiate themselves with a range of dress covers, armrests and endbays. The full sized meal tray can be folded and laid flush with the backrest.

“We are proud of our teamwork,” says Alberto Venerus, Managing Director at Geven. “SuperEco’s impressive shin and knee clearance paired with its low weight and excellent reliability sets an unparalleled benchmark in the aircraft seating industry. With SuperEco, airlines will be able to offer maximum comfort and living space to passengers while contributing to green-sustainability efforts via reduced fuel consumption.”

Other products are in the works for the company. Geven promises soon an announcement on the next generation of models for Economy, Premium Economy and Business Class that it is developing with British design house [PriestmanGoode](#).

The second piece of news involves the company's identity in the form of a new logo and website. The logo incorporates the old logo: its traditional dark blue with a vibrant neon blue centered on the restyled skyward reaching 'V'. The [redesigned website](#) will be online by the end of July.



"An engaging shorthand that will represent Geven's point of view when communicating with the outside world," said a release from the company.

"This new, young, vibrant look is part of the company's strategy which will support us when communicating our significant evolution as we reach out and engage much more actively with the airline companies and OEM's," said Daniela Spinelli, Marketing and Communication Manager at Geven.

"We trust that our new payoff 'Fly around the world, tailor-made in Italy,' will provide us with a more consistent and far reaching brand identity which will contribute to determine a new way of customer engagement with us in the future," she added.

"We have reached five continents, 130 airlines and we have delivered exceptional passenger comfort all around the world. We are a famous global brand with a lot to say to the world. Our Blue, Vibrant V, will represent our Iconic way of doing it," says Veneruso.