

KLM introduces World Business Class seats



KLM's new World Business Class seat is based on Jamco's Venture seat

For its new World Business Class, [KLM](#) has installed [Jamco](#) Venture seats in a 1-2-1 configuration, with a sliding door ensuring greater comfort and privacy and giving passengers direct access to the aisle with a sliding door ensuring greater comfort and privacy.

These Jamco Venture seats were previously installed in World Business Class aboard KLM's Boeing 787 fleet. Following extensive customer research, KLM teamed up with the manufacturer to further improve the seat. The full JAMCO design, conceived in collaboration with KLM and designed on the basis of extensive customer research, particularly the personal cabin layout, is lighter than the previous setup, contributing to KLM's sustainability goals.

The new seats offer more personal adjustment options and user-friendly functionality, including an adjustable lower-back support and a relax setting with a subtle back-massage feature. They can also be reclined fully flat to form a comfortable, 198 cm-long bed.

There are also multiple charging sockets that are easily accessible and clearly visible, and passengers also have a wireless charging option.

Passengers can stow their belongings in a lockable compartment, which also has a built-in mirror. The seat features a recessed bottle holder, so that passengers can safely leave a water bottle on their tabletop, even during turbulence.

KLM's entire Boeing 777-300 and 200 fleet will be fitted with the new World Business Class seats. This fleet will also be fitted with the latest Premium Comfort cabin. The full revamp will be completed during the coming year.

Other World Business Class Services, including the catering concept and SkyPriority, remain unchanged.