

SEKISUI KYDEX collaborates with Acumen Design Associates on BA short-haul cabin



Becky Gallup, CMF Design Manager, SEKISUI KYDEX,

At the beginning of this month, [British Airways](#) unveiled its new short-haul cabins, featuring seats designed by Acumen Design Associates, who incorporated the use of KYDEX® Thermoplastics. The project was realized by a collaboration between SEKISUI KYDEX's designLab® and [Acumen Design Associates](#).

[SEKISUI KYDEX](#) was excited to be a part of this new cabin experience, expressing its thanks in a LinkedIn post last week.

“Congratulations to British Airways for its new short-haul cabins! We would also like to extend our gratitude to Acumen Design Associates, for incorporating KYDEX® Thermoplastics in the next generation of British Airways’ A320neo and A321neo aircraft,” the company said via social media.

Becky Gallup, CMF Design Manager, SEKISUI KYDEX, works closely with designers and airlines, turning their ideas into reality within the company's designLab®. This is a space where the supply chain comes together and compares textiles, colour, texture and thermoplastics simultaneously. Gallup

played a pivotal role in overseeing the design development for bespoke materials as part of this special project.

It was through SEKISUI KYDEX's partnership with Olivia Howick, CMF Creative Lead from London-based Acumen Design Associates, that the Quartered Oak design was born. This design seen in the new short-haul cabin seating is set to be durable and long-lasting through KYDEX® Thermoplastics eco-friendly and fade-resistant materials.

The use of KYDEX® Thermoplastics in the new British Airways short haul cabins indicates a sustainable choice, given that Sekisui KYDEX works with recyclable plastic material, creating sustainable thermoplastic material solutions for the next generation of product design by evolving thermoplastics to be lighter, safer and stronger.

"To design with sustainability in mind, it is essential to consider not only the material quality but also the impact the product development process may have on the environment, which can ultimately overshadow a product's benefits," Gallup tells *PAX Tech*.

SEKISUI KYDEX Infused Imaging™ puts colour, special effects and imagery into thermoplastics to reflect the airline's brand and create a memorable passenger experience. Because the imagery is built into the material and not simply on it, it is longer lasting, with no chipping, fading or delaminating over time. Through this, it remains a recyclable product.

"At SEKISUI KYDEX, sustainability is not a trend," Gallup explains. "In fact, being environmentally responsible is an essential part of our business philosophy and why KYDEX® Thermoplastics are 100 percent recyclable, including materials created with our Crystal Cabin Award-winning Infused Imaging™ technology used on the British Airways seats developed in conjunction with Acumen Design Associates."