

Aerolíneas Argentinas elevates Economy Plus with coordinated amenity and headrest collection



The amenity kit and headrest for Aerolíneas Argentinas

As [Aerolíneas Argentinas](#) introduces its Economy Plus cabin on international routes, the airline is placing greater emphasis on the details that shape the passenger experience.

Supporting the launch, [Procurall Solutions](#) has developed a coordinated amenity kit and vegan leather headrest collection designed to complement the cabin's premium positioning while delivering comfort, functionality and more sustainable material choices.

"Our objective was to create more than premium onboard products," Wafa Zaghdadi, Vice President of Sales & Business Development at Procurall Solutions, tells *PAX International*. "We wanted to develop a harmonized collection that reflects the airline's new Economy Plus cabin, combining thoughtful design, passenger comfort and more sustainable materials in a way that strengthens the overall travel experience."

Rather than treating the amenity kit and headrest cover as standalone products, Procurall Solutions approached the project as a unified onboard collection. Both elements share a design language inspired by Aerolíneas Argentinas' signature blue branding, creating visual continuity across the cabin and reinforcing the airline's identity throughout the passenger journey.



Wafa Zaghdadi, Vice President of Sales & Business Development, Procurall Solutions

Sustainability is also incorporated into the product development strategy. The collections uses a combination of recycled, renewable and reusable materials, including RPET fabrics, wheat straw components, vegan leather and paper-based packaging. The material selection was intended to balance environmental considerations with the quality, durability and functionality expected of premium onboard products.

For airlines, coordinated cabin accessories can play a role beyond their immediate practical purpose. Consistent design and material choices can help translate a cabin concept into tangible touchpoints, giving passengers a more cohesive experience while strengthening brand recognition, Zaghdadi explains.

The collaboration between Aerolíneas Argentinas and Procurall Solutions reflects the growing focus on integrating design, branding and responsible material selection into the onboard environment. As the airline's Economy Plus offering reaches passengers on international routes, the harmonized collection demonstrates how carefully considered cabin products can support a broader premium strategy while adding functional and visual value to the passenger experience.