

Bayart Innovations uncovers new life for onboard amenities with mindful design

This is a special feature from the [June/July 2026 Amenities & Comfort](#) issue of *PAX International*, on [page 26](#).



A story from an excavation site in Laos demonstrates how thoughtfully designed onboard amenities can remain useful long after the journey ends

For [Bayart Innovations](#), sustainability begins with an important principle: create onboard products that remain useful long after arrival.

The French amenity supplier has built its “More Effect, Less Waste” philosophy around designing products that travelers want to reuse rather than discard. The approach traces its roots to the company’s namesake and Founder, Achille Bayart, who transformed fabric offcuts into new creations, establishing a mindset of resourcefulness that continues to guide the business today.

That legacy now carries forward under the leadership of President Albert Facques, Bayart’s grandson, and CEO Jean-Guillaume Pollet, who continue to champion the same principles of thoughtful design, longevity and waste reduction.

“Avoiding waste is at the heart of Bayart Innovations’ DNA,” Pollet tells *PAX International*. “Amenity kits should not be seen as disposable products. We design every item with a second life in mind, beyond the aircraft cabin.”

This approach is reflected in the company's reusable pouches, which accompany many of Bayart's amenity kit programs. The pouches aim to extend the lifecycle of onboard products while delivering lasting value to passengers of all demographics.

"Reusability is not a feature for us—it is a design principle. If a product is not desirable beyond the flight, we have not fully succeeded in our design approach," Pollet adds.



Jean-Guillaume Pollet, CEO, Bayart Innovations

One of the most recognizable examples is the [2026 PAX Readership Award-winning Lacoste](#) amenity kit developed with [Turkish Airlines](#). The collaboration received this year's award for Best Economy/Premium Economy Class Amenity Kit in Europe and has become a benchmark for reusable, collectible branded Economy Class amenities.

But even smaller onboard items often find a second life elsewhere—a point illustrated by a recent story Bayart shared with *PAX International*.

An archaeologist contacted the company to explain that he had continued using a pair of airline-issued earplugs during excavation work in Laos, Pollet recounts. The story highlights the unexpected longevity that thoughtfully designed amenities can achieve.

Inspired by this experience, Bayart recently supplied unused earplugs to the [University of Bordeaux](#) in support of an archaeological mission, reinforcing its belief that even small onboard items can continue creating value long after passengers leave the aircraft.

“The real measure of an amenity is not how it performs onboard, but how long it continues to be useful once the journey is over,” Pollet says.