

GIP's comfort category

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The Avioluxe Cushion by GIP is an ultra-lightweight and foldable cushion that adds support and comfort without taking up much room in the cabin

It seems this is the new era for comfort. Professional meetings transitioned to Zoom, allowing for more casual than business casual attire, and the general population has become accustomed to spending days - sometimes weeks - in the comfort of their homes. As people transition back to pre-pandemic activities, such as travel, the desire for comfort is still very much a priority.

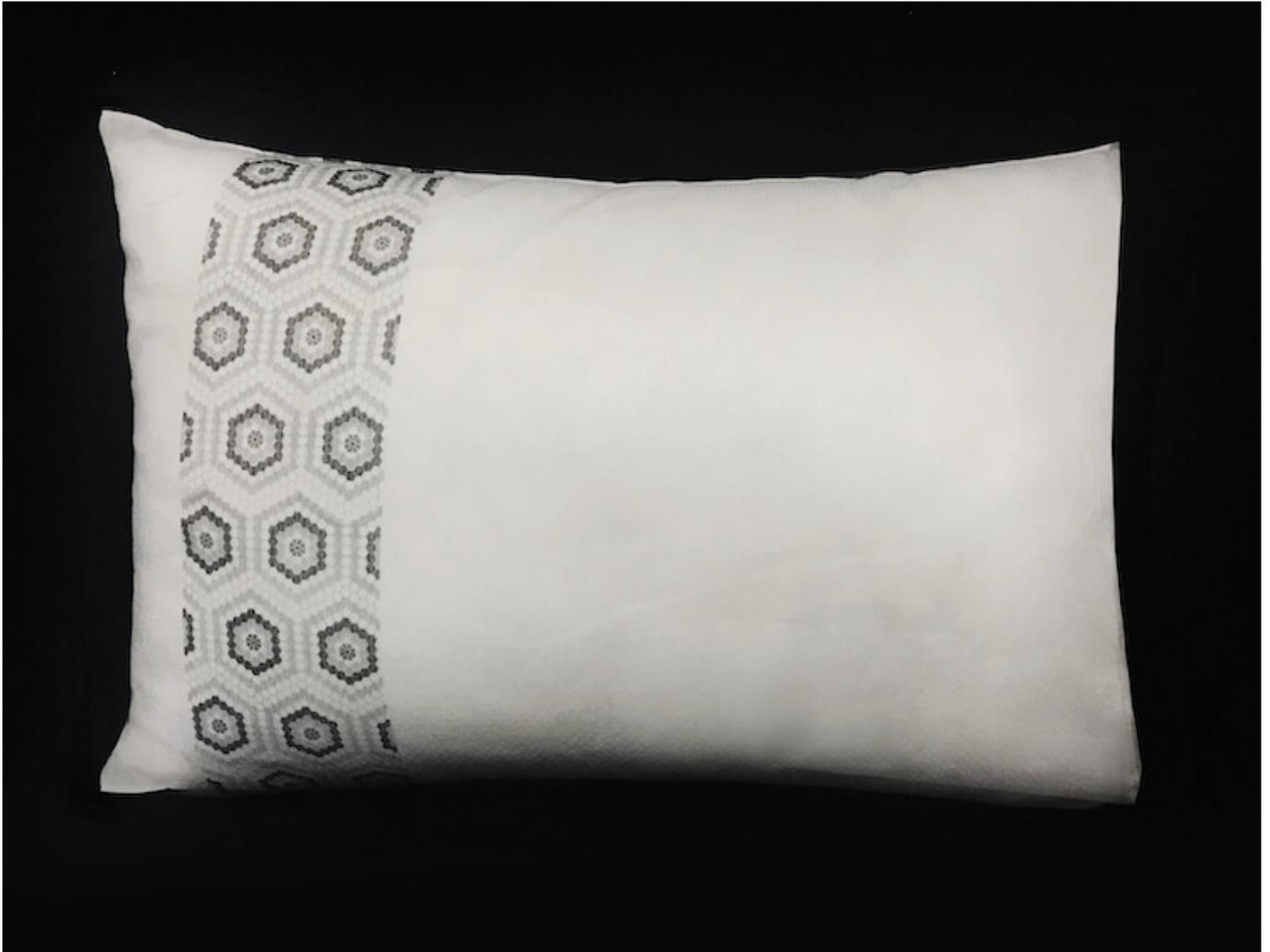
"As always, passengers expect the same level of comfort, quality and design in the aircraft cabin as they experience at home, during hotel stays and when shopping in retail," says Lisa Benzaoui, Chief Executive Officer at Global Inflight Products ([GIP](#)).

The onboard products company has launched a new comfort collection, which reflects the "beauty of comfortability," Benzaoui tells *PAX International*, adding that the product range can be described as "elegant, cohesive, minimalistic and cozy."

It includes duvets, comforters, blankets, support cushions and pillow cases.

"In response to our airlines' requests, our comfort line features custom-designed products that illustrate understated elegance that is also practical for inflight use. GIP always keeps the focus on the customers' dreams to deliver customized, quality, cost-effective onboard products," Benzaoui

explains.



The ultra-soft Spunlace, non-woven single-use pillow case for onboard pillows

The duvets and comforters are available in various fills, such as goose down and synthetic, and customized patterns, colors, weights and sizes depending on airline customer needs. Soft fleece and microfiber blankets can help passengers stay warm. The options include double-sided, anti-pill, lint-free, custom stitching, embroidery, printing and trim. The woven modacrylic blanket is offers an upscale look with woven-in custom logos or patterns to enhance the airline brand and cabin interiors.

The Avioluxe Cushion adds support and comfort. It is an ultra-lightweight and foldable cushion that is practical for the limited space cabin. The ultra-soft Spunlace, non-woven single-use pillow case for onboard pillows brings a relaxing and fresh experience to the passenger. It can also be customized with printed patterns or logos in any size.



The RPET blanket from GIP's 'Green Is Possible' line is made from recycled plastic bottles that are transformed into a fine thread woven together

Pillows are available in vacuum-packed slim, stackable packaging to offer savings on transportation and storage costs, as well as to make inventory handling easier.

In the comfort category, sustainability is an important consideration when airlines make their buying decisions - and this remains to be the case post-pandemic. Benzaoui says the 'Green Is Possible' line is the best choice from GIP for airlines looking for sustainable and eco-friendly options.

"An amazing option for a 'green' blanket is manufactured from recycled plastic bottles (RPET) that are transformed into a fine thread which is woven into an amazingly soft blanket," she says.

The comfort products can be combined with GIP's amenity kits for an overall cohesive look that enhances the airline branding and customer experience.

"Design and product development drive our business when working with our customers - from sketched ideas to product manufacturing, to develop functional, practical solutions that are beautiful to the eye," Benzaoui says.