

Unleashing exceptionality with FORMIA

This is a special feature from [PAX International's November/December 2023](#) issue, on [page 20](#).



The amenity kits for Japan Airline's A350-1000 Business Class feature artwork of artists from the welfare experimental company Heraldony

[FORMIA](#) tells *PAX International* it is proud to share its upcoming introduction of a new amenity kit for Japan Airlines' ([JAL](#)) Business Class, as part of the airline's new A350-1000 aircraft and cabin interiors launch.

The special collection features the artwork of artists from the welfare experimental company [Heraldony](#). Heraldony is an art lifestyle brand from Tohoku region in Japan that aims to create new culture with neurodivergent artists in Japan and abroad, reads the company's website. The brand's mission is to "Unleash your exceptionality," empowering artists with intellectual disabilities to thrive through creating beautiful and meaningful art.

The kits will be provided to those travelling in JAL's Business Class. Designed with the artists' artwork, the packaging incorporates the use of paper, furthering the airline's commitment to move away from new petroleum-derived plastics, according to JAL's press release.

This service will be introduced starting from A350-1000 operated flights, with plans for gradual expansion to Europe, the United States (excluding Hawaii and Guam), Canada, and Australia routes operated by other aircraft types. JAL revealed the new international flagship A350-1000 cabin interiors in October, ahead of the upcoming service launch to New York.

In the press release, JAL reveals the A350-1000 “will become the airline’s new flagship for international service after nearly 20 years.”

Passengers will experience an even higher level of comfort aboard the aircraft and can anticipate a unique overall journey that is individually tailored. The airline’s launch of the A350-1000 aircraft, planned for the Tokyo (Haneda) - New York (JFK) route, is expected to take off before the end of the year.