

APEX partners with SimpliFlying to launch APEX Greener



APEX Greener, in partnership with SimpliFlying, evaluates and rates sustainable airline products, offering a certified database and promoting eco-friendly choices

In a collaborative effort to address the aviation industry's environmental impact, the [Airline Passenger Experience Association](#) (APEX) and [SimpliFlying](#) have unveiled a new program called APEX Greener. Powered by SimpliFlying, this initiative aims to reduce the carbon footprint of the airline industry while assisting airlines in choosing environmentally friendly products without incurring additional costs.

"Aviation is not green, but we all have a responsibility to make it greener," APEX/IFSA CEO Joe Leader said in a June 6 press release. "APEX Greener powered by SimpliFlying is a step in the right direction by focusing our airlines on inflight products that are better for both our industry and our world. APEX Greener eliminates redundant airline sustainability verification expenses by fully leveraging our ability to openly share information as a trade association."

Available at no charge to both APEX and International Flight Services Association (IFSA) airline members, APEX Greener offers a shared database of inflight airline products, along with their corresponding APEX Greener ratings. Each product is thoroughly assessed throughout its entire lifecycle, encompassing factors such as sustainable sourcing, production emissions, weight reduction benefits, recycled materials usage, recyclability and end-of-life disposal.

To ensure the accuracy and effectiveness of the certification process, APEX Greener employs technology developed by [Finch](#), which employs a scoring system backed by top scientific research and unique insights.

“Airlines seeking to build trust with customers conscious about sustainability will benefit from this program by choosing products that enhance the passenger experience through greener inflight products,” added SimpliFlying CEO, Shashank Nigam, in the same release.

APEX Greener aligns with the latest European Union (EU) standards for green certification labelling, offering comprehensive details behind each unique QR product code. All certified products also receive prominent visibility within the APEX Aircraft Interiors Database powered by CAPA-Centre of Aviation.