

Global-c shapes Scandinavian sophistication in SAS Business Class

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[Global-c](#) continues to cement its reputation as a design-driven innovator in inflight serveware with its latest collaboration for Scandinavian Airlines ([SAS](#)). The launch marks the airline's Business Class service on European routes, introducing a collection that captures the essence of Scandinavian design while meeting the fast-paced demands of short-haul operations.

Global-c's Head of Design Erik Indekeu and Art Director Matt Tekin say the SAS brief, themed "Fire & Ice," struck the perfect balance between clarity and creative freedom.



Matt Tekin, Art Director, Global-c

"We were challenged to bring their story into tangible design work. Design is where stories come to life," Indekeu says.

The Global-c team found its inspiration in the dramatic Scandinavian skies, translating the shifting hues of dawn and dusk into subtle gradients of blue, pink and orange across the collection's minimalist forms. The result is a tableware line that feels refined and distinctly regional.

Tekin says the team was "determined to interpret every detail and functional requirement into a striking design that celebrates the SAS brand."



Erik Indekeu, Head of Design, Global-c

Beyond aesthetics, Global-c focused on ensuring operational excellence, addressing key factors such as galley handling, tray assembly, catering logistics and durability—all integral to the inflight experience.

Since its strategic pivot in 2022, Global-c has prioritized creativity, brand-building and design excellence. Indekeu says the SAS program exemplifies this shift “from trader to supplier of innovative solutions that work.”

The company’s multidisciplinary design team, drawing on years of accumulated experience, works closely with airline partners to deliver tailored concepts under tight timelines.

Design Director Ilse Veldhuis notes that attention to fine detail distinguishes the collection.

“All functionality points were discussed closely with the SAS team,” she says.

Among the team’s proudest achievements are the lasered pit in the champagne glass that enhances effervescence, a 3D Nordic stone texture in combination with a non-slip label on trays, the gradient on the double-walled mug and metallic print finishes on paper products that allow for recycling without compromising appearance.



Ilse Veldhuis, Design Director, Global-c

Building on the success of its award-winning Air India program, Global-c sees the SAS collaboration as a defining moment in its creative evolution.

“We have achieved a level of design work that shows what we are up to,” Indekeu says. With several premium programs set to debut before the end of 2025, Global-c is firmly positioning itself at the forefront of design-driven inflight innovation.