

My Drap weaves sustainability and efficiency into new brand identity

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Sintu Guasch, Managing Director, Texia

In the modern cabin, where every detail counts, brands are increasingly measured not by visibility, but by the subtle impact they have on the passenger experience. Enter [My Drap](#)—a quiet partner in service, now stepping into a new chapter with a refreshed identity that reflects its enduring purpose.

The brand's updated look is more than a visual refresh," Sintu Guasch, Managing Director at Texia, tells *PAX International*. It is a statement of intent, rooted in the philosophy "traces of presence."

"My Drap is not here to dominate the moment, but to support it—refining the service experience with care, precision and a sense of understated elegance," says Guasch.



My Drap's compostable, 100 percent cotton single-use textiles offer a sophisticated alternative to disposable paper or traditional reusable linens

My Drap elevates the in-cabin experience with refined single-use table textiles made from 100 percent cotton, bringing subtle elegance and a sense of luxury to every journey.

"Visit us at booth 1E89 to discover our latest developments, including innovative tray liners featuring non-skid, compostable materials designed to enhance both presentation and functionality onboard," Guasch shares.

For airlines, where service must balance perception, hygiene, efficiency and cost, this approach resonates. My Drap's compostable textiles offer a sophisticated alternative to disposable paper or traditional reusable linens. Airlines benefit from simplified operations—no laundering or return cycles—ensuring effortless service, consistent presentation and improved efficiency. Naturally biodegradable and compostable, the products help reduce environmental impact.

"Over time, this operational clarity becomes a cost advantage—achieved thoughtfully, not by compromise," Guasch explains. "By simplifying logistics and reducing hidden operational costs, My Drap delivers value through intentional design—never at the expense of quality."

Sustainability is woven into every fiber. Biodegradable and compostable, My Drap's textiles return to the earth, sidestepping the environmental impact of repeated laundering. Designed and produced in

Barcelona, Spain by [Texia](#), a family-owned textile house with more than a century of expertise, the brand embodies precision, durability and responsible production. The result is a product that mirrors the experience it enables onboard: elegant, functional and intentional.

“Subtle yet impactful, My Drap proves that in the cabin, sometimes the quietest details leave the most lasting impression,” concludes Guasch.