

John Horsfall keeps airlines in it for the ultra-long-haul with elevated sleep products

This is a special feature from the [September 2025 IFSA Global EXPO](#) issue of *PAX International*, on [page 54](#).



John Horsfall's Re-Thread program champions sustainability with onboard textiles made from recycled plastics, regenerated cotton and plant-based biofibers

As airlines increasingly see ultra-long-haul routes as a way to attract premium passengers, the industry must meet the challenge of maintaining an airline's standard of comfort on a journey so long.

As Oliver Platts, Commercial Director, [John Horsfall](#), tells *PAX International*, "The rise of ultra-long-haul is happening at pace and it is pushing the boundaries of what inflight comfort means, especially around sleep."

He says this awakens the need to deliver lighter, more compact and comfortable products that maintain durability. John Horsfall collaborates closely with its airline partners to curate textile collections that align with the airline's brand while supporting passenger comfort on ultra-long-haul

routes.

He points to regular cabin refreshes as a way to enhance comfort and create interest, particularly among frequent travelers.

“A relatively small update to bedding, cushions or blankets every two years goes a long way in the eyes of the passenger and is much more economical than a full cabin redesign,” he explains.



Oliver Platts, Commercial Director, John Horsfall

Premium Economy challenges

Premium Economy faces distinct challenges on ultra-long-haul routes, where space and budget limitations differ from Business and First Class offerings.

“Designing bedding and blanket collections with high-end, strong-performing fabrics and fills that can be compacted remains a key challenge for Premium Economy cabins,” Platts says. “We have delivered a range of solutions through innovative fabric construction and multi-functional space-saving items such as blankets that fold into themselves to create a lumbar cushion.”

Sensory, sustainable, cost-effective

As experts in aviation textiles, John Horsfall takes pride in delivering products that meet rigorous safety, sustainability and laundry performance criteria. The Yorkshire-based company draws from its 160+ years in the U.K. textile industry to craft products that appeal to a passenger's sense of touch and its important role in the ultra-long-haul travel experience.

Platts tells *PAX* that one of the supplier's key skills is creating fabrics that offer luxury handle and drape, made from fibers that offer supreme wash performance and appropriate budget.

"The next few years will see significant development in sustainable materials as well as continued integration with technology," Platts explains. "We are looking forward to bringing plenty of new textile concepts to market over the coming years that we feel will work with all airlines, but especially those with ultra-long-haul routes."