

How Bucher's self-service solutions are upgrading the passenger experience

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Bucher's self-service solution

In the ever-evolving world of aviation, where passenger expectations continually change and airlines take on the challenges of

delivering superior service, the introduction of [Bucher](#)'s custom self-service solutions mark a unique turning point in the inflight passenger experience.

With its custom self-service pantry solutions, Bucher is redefining how airlines can enhance the cabin experience while maximizing space.

At the heart of Bucher's innovation is a relentless focus on improving the passenger experience. The custom self-service counters are designed to give passengers the freedom to access refreshments at their convenience, a feature that enhances comfort for the traveller. This empowerment of passengers, allowing them to serve themselves whenever they choose, is a simple yet profound improvement to the overall travel experience.

A tailored approach to modern travel



Bruno Goujon, Director Business Development CCE

Today's passengers demand more autonomy and convenience inflight. Bucher provides a tailor-made approach to help airlines fulfill this. Recognizing that one size does not fit all, Bruno Goujon, Director Business Development CCE, tells *PAX Tech* that Bucher has shunned the idea of standard products in favour of bespoke solutions.

"Every self-service unit is meticulously crafted to meet the specific needs of individual airlines, aligning with unique brand identities and operational requirements. This tailored approach not only ensures a perfect fit within the cabin but also allows airlines to offer a branded experience," he says.

Innovative space utilization

One of the standout features of Bucher's self-service solutions is the innovative use of space. In the confines of the cabin, where every inch is precious, these solutions offer a flexible design that can be seamlessly integrated into both new and existing configurations.

Bucher has introduced the concept of transforming a galley into a self-service counter during non-service times, providing a versatile solution that can be adapted to meet the dynamic needs of modern air travel.

This use of space is a testament to Bucher's understanding of the airline industry's challenges and its

commitment to providing solutions that exceed industry expectations.

Made of high-quality, lightweight materials, the self-serve solutions ensure durability and ease of maintenance for airlines, underscoring Bucher's commitment to sustainability. Goujon tells *PAX Tech* the company aims to actively shape the future of inflight service with this innovation.

"This product segment highlights Bucher's ability to anticipate industry trends and provide airlines with the tools they need to stay ahead of the competition," he says. "It is a strategic move that reinforces Bucher's position as a leader in aviation design and innovation."