

PriestmanGoode to highlight material designs in Hamburg

This is a special feature from the [April 2026 AIX Hamburg issue](#) of *PAX Tech*, on [page 10](#).



Products and materials from PriestmanGoode are visible at various booths, including Franklin Products and Kydex, at AIX 2026

[PriestmanGoode](#) brings its multidisciplinary expertise to Hamburg this April. At the Passenger Experience Conference (April 13), Mike Davies and Hugh Wyeth will present the agency's

"Design to Availability" playbook, exploring how AI-driven visual and UX expertise can de-risk innovation within complex frameworks.

PG will also be visible across the Aircraft Interiors Expo (April 14 to 16) through strategic collaborations. A key highlight is the [Franklin Products](#) booth (5B60), which features a physical seat demonstrator showcasing the Omni-Flex mesh diaphragm system, a high-performance alternative to traditional cushions.

Furthering a commitment to sustainability, the team is also collaborating with [Boltaron](#) (5A60) and [Kydex](#) (5D40), focusing on the Kydex ECO infused material panel. PriestmanGoode's senior leadership will be on-site to support major client cabin launches and bridge the gap between visionary design and entry-into-service readiness, the company tells *PAX Tech*.