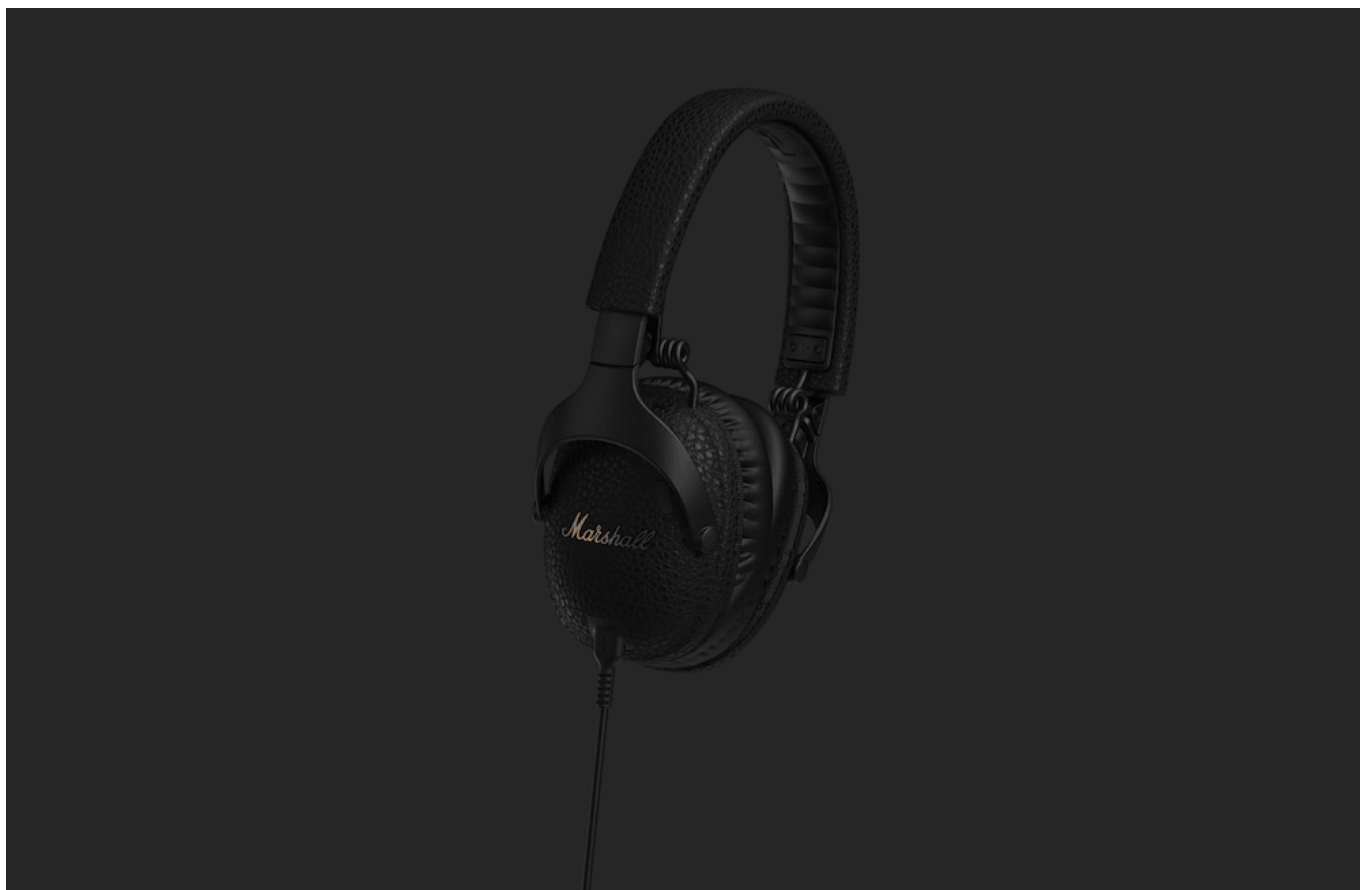


Procurall Solutions brings Marshall's signature sound to front of cabin

This is a special feature from the May 2026 [Post-AIX/PAX Awards issue](#) of *PAX Tech*, on [page 90](#).



Designed for First and Business Class passengers, the Marshall Monitor III A.N.C. headset combines active noise cancellation with a refined audio profile optimized for everything from immersive films to dialogue-rich entertainment

In premium cabins, every detail matters. From the texture of materials to the plating of a meal, airlines have long focused on refining the physical aspects of the passenger experience. Now, attention is shifting toward something less visible but equally powerful: sound.

Through an exclusive partnership with [Marshall](#), [Procurall Solutions](#) is rethinking how passengers engage with inflight entertainment, bringing one of the most recognizable names in audio into the aircraft cabin. The collaboration, showcased at WTCE 2026, signals a move toward a more immersive and emotionally driven onboard experience.

For decades, Marshall has been synonymous with music culture, known for its distinctive design and high-performance sound. Translating that identity into an aviation setting is not simply about branding, but about creating a sensory experience that resonates with premium travelers.



Crystal Enrico, VP of Hospitality and Brands, Procurall Solutions

“Elevating the inflight experience just got louder—and bolder,” Crystal Enrico, VP of Hospitality and Brands at Procurall Solutions, tells *PAX Tech*.

At the center of the partnership is the Monitor III A.N.C. over-ear headset, adapted for airline use. Designed specifically for First and Business Class passengers, the headphones deliver active noise cancellation and a balanced audio profile suited to everything from cinematic soundtracks to quiet, dialogue-driven content.

But the focus goes beyond technical performance. Procurall has worked to ensure the headset integrates seamlessly into the inflight environment, balancing durability and comfort with a premium look and feel.

Each headset can be tailored to meet airline-specific technical requirements, ensuring compatibility with seatback systems while maintaining the integrity of the Marshall brand. The result is a product that feels intentional, rather than adapted.

“Every detail, from acoustic precision to tactile comfort, is spectacular,” Enrico shares.

For airlines, the appeal is twofold. On one hand, the partnership offers a clear upgrade in audio quality. On the other, it introduces a recognizable consumer brand into the cabin, reinforcing a sense of familiarity and prestige.

“By choosing Marshall, carriers make a bold statement,” Enrico says.

As inflight entertainment continues to evolve, audio is becoming a more deliberate part of the

experience. High-resolution screens and expanded content libraries have raised expectations, and passengers are increasingly aware of the role sound plays in how that content is consumed.