

Meet the new DKA Aerospace at AIX 2025

This is a special feature from the [April 2025 AIX issue](#) of PAX Tech Magazine, on [page 22](#).



A selection of DKA Aerospace's galley carts and cabin equipment product lineup

With a revamped identity but the same core values long associated with the brand, galley equipment supplier Diethelm Keller Aviation is now [DKA Aerospace](#). As CEO King W. Lee tells *PAX Tech*, the decision to rebrand comes 18 months following the company's acquisition by LHM Holding Group, at what he says is the right time to establish a distinct identity in the market.



King W. Lee, CEO, DKA Aerospace

“We are deeply grateful to the Diethelm Keller family for allowing us to use their name and brand following the acquisition,” says Lee. “Our goal is for DKA Aerospace to carry the same brand recognition and trust as Diethelm Keller Aviation while signaling our evolution and continued leadership in the industry.”

The new chapter

DKA Aerospace is actively communicating its rebrand across multiple channels, from social media platforms to relevant digital news media. The company is also directly engaging with customers about the refreshed brand identity via email and during on-site visits to get the messaging out. The supplier sees the rebrand as a natural progression and the beginning of a fresh chapter.

“This is not just a name change; it’s a strategic repositioning to better align with market needs while maintaining our core values,” says Lee. “While our name has changed, we want to assure our customers that we are still the same company with the same culture, values and high standards they have always trusted.”

The Aircraft Interiors Expo ([AIX](#)) 2025 serves as the official launchpad for the refreshed brand identity. In previous years, Diethelm Keller Aviation exhibited in Hamburg at the World Travel Catering and

Onboard Services Expo ([WTCE](#)), co-located with AIX at the Hamburg Messe. This year, DKA Aerospace will instead take on the AIX side to showcase its vision and commitment to the future.

Lee says this decision is a strategic shift to communicate DKA Aerospace's rebrand and product offerings more effectively to a broader customer base.

"[AIX] provides the ideal platform to reinforce our position in the industry and showcase our ongoing commitment to innovation and meeting customer needs," he explains.

A rich legacy



DKA Aerospace's XT2.5+ cart and EcoLite Gen 2

DKA Aerospace remains focused on its legacy attributes and reputation for sustainability and durability.

"Reducing weight improves fuel efficiency, while durable equipment minimizes maintenance costs," Lee explains. "These are the main reasons DKA is actively promoting our XT2.5+ carts and Gen 2 standard units."

Both products are designed to ensure long-term operational efficiency for airlines by being lightweight, durable and easy to maintain.

In addition to airlines seeking lightweight and durable cabin equipment, Lee notes a growing demand for products that enhance safety and ergonomics for cabin crew as turbulence becomes more frequent. He predicts an increased focus on materials and designs that optimize weight and usability into 2025 and beyond.

See for yourself

Besides highlighting its refreshed brand identity at AIX 2025, DKA Aerospace will unveil a new product stand 7A56.

"This exciting addition is designed with sustainability and durability at its core, reinforcing our commitment to innovation and meeting the evolving needs of the industry," encourages Lee. "Stay tuned for the reveal."

So far, he says the response to the new company identity is favourable.

"We look forward to seeing how the market responds to our rebrand," he says.