

AIX 2022 exclusive: Virgin Australia's 737-8 MAX fleet to feature Promessa AV

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High-performance aircraft seating and vertical surface application fabrics supplier Tapis has announced a major deal with Virgin Australia.

Tapis, working with its long-standing partner Ultrafabrics, will supply the carrier with its Promessa AV seat covers for both Virgin Australia's business and economy class cabins on board 25 new Boeing 737-8 MAX aircraft the carrier has on order.

"This award represents a major change for the airline, as previously they used solely organic leather," comments Matthew Nicholls, Sales Director of Tapis Corporation. "Our synthetic Ultraleather products deliver the look and feel of leather, but at only a third of the weight!"

Tapis says its Promessa AV product combines the appearance and touch of European calfskin that no animal product could ever match, and when it comes to durability and abrasion resistance, Promessa AV performs on par with traditional leather's legendary toughness. The premium polyurethane high-performance fabric is

ideally suited for aircraft settings that require the look and feel of leather, but need a more durable and practical alternative.

Dominic Duffy, Sales Manager, Asia Pacific at Tapis Corporation notes that Virgin Atlantic's purchase of 25 x 737 Max was put on ice for some time but resurrected one year ago. He also notes that Virgin Atlantic can really appreciate the benefits of synthetic leather over organic leather, the obvious and clear benefit being weight reduction. "On a single aircraft such as a 737 max, approximately 90kg reduction can be achieved which basically equates to the size of an average Caucasian man per flight."

As well as featuring improved durability, the high-performance material provides greater cleaning options and clear hygiene benefits, away from traditional soap and water options for organic leathers. Strong disinfection agents can be used without compromising the fabrics. "Virgin Australia and its passengers will love the feel and design options available with the material," he continues.

Tapis' booth at this year's Aircraft Interiors Expo is located in Hall 7, Stand C20.

