

Press Release

ABC INTERNATIONAL TO RESHAPE THE COMFORT EXPECTATIONS THROUGH GROUNDBREAKING “BOOM HEADREST”

Naples (Italy), May 12th 2020. ABC International launches the revolutionary headrest by redefining the ideal comfort on-board seating.

Shifting the focus of headrest to the essential needs of the passenger, ensures remaining in an orthopedic posture of the neck and nape, which leads to an uninterrupted sleep out of comfort. Engineered by the pioneering Italian cabin solutions specialist, the incomparable headrest can be adjusted to various positions as desired throughout the flight. The astonishing news to the passengers is the elimination of the necessity of carried portable orthopedic pillows on board.

The designer of “Boom Headrest”, Ms. Aysegul Durak, former Cabin Interior Chief Engineer at Turkish Airlines with over 24 years of experience in aircraft cabin configuration and improvement focused on passenger ultimate satisfaction, states the idea behind the concept: *“While sitting, the passengers require arm support, therefore the seats provide armrest. Considering the head is just as essential, why do today’s headrests do not provide effective support for the head including the nape and neck? Boom Headrest is designed to meet the current unfulfilled demand of the passengers.”*

As a matter of fact, the standard seat headrests are usually far from providing a portable orthopedic pillow comfort. Today’s headrests do not have the nape or neck support as they only allow the head to lean on the back or wings (side supports) which explains why the passengers use the orthopedic pillows during flights. Advanced postural studies have shown that the ideal headrest must carry the weight of the head by tightly embracing the nape, neck and head.

The “gooseneck”, the multifunctional mechanism within the headrest, provides the passengers with various neck and head support options during the flight by applying a light pressure on the arms to bring “Boom Headrest” into the desired position.

In addition to comfort, weight is another essential key aeronautic design factor to be monitored closely. In order to have the lightest headrest in the market ABC International used aeronautic state-of-the-art materials and processes. The main structure of “Boom Headrest” is manufactured in aluminum alloy with steel and polyamide inserts, which is designed to grant long life material functionality, integrity and uniformity, despite the intensive use of the mechanism.

The Italian made “Boom Headrest” can be installed on any seat either on retrofit or linefit conditions and represents a low-cost solution for both Airline companies and seat OEMs to improve cabin experience and enhance the feeling with the passengers. Driven by the need to make the product compatible with any seat configuration, Boom Headrest has been studied with a standard provision to allow proper interface with the most common seat types. Dedicated solutions may be studied and designed by the Italian Design Organization to allow full integration with any seating system.

“ABC INTERNATIONAL is a well-known DOA company in the aviation industry that provides a complete customization services including design, EASA certification and testing for new interior components. They can also deliver the kits with EASA Form One including Engineering Order for installation.” states Ms. Durak explaining the choice of ABC International as technical and commercial partner. *“They have the ability to provide the best product with excellent skills. With ABC, I feel confident that my design would come to life exactly as it should be.”* And finally, she concludes *“We can change the dimensions, foam stiffness and also fabric/leather according to the demand. We can adjust those according to the seat dimensions and model. One of the best parts of co-operating with Italian companies is they make the product in a very aesthetical way besides its quality.”*

By “Boom Headrest”, ABC International will contribute to the development of the aviation industry and Airlines will have the opportunity to elevate their seat headrests to a whole new level of comfort.

About ABC INTERNATIONAL

ABC INTERNATIONAL is an EASA-DOA Company (EASA.21J.529) based in Naples, Italy. Since 2009, ABC has been a leading reality in the Cabin Branding market. During the years, thanks to its reliability, high professionalism and hard-work attitude, ABC International achieved successful results partnering with some of the most important Airlines in the industry (Brussels Airlines, Etihad, TAP, Air Canada, Ethiopian Airlines). These results have represented just a further motivation for ABC to grow in the right direction, looking at the future with innovation and industrial progress.

For more information, please visit <https://www.abc-int.it/>

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