



Gen
Phoenix



FRONTIER
AIRLINES

Frontier Airlines has been a loyal customer of Gen Phoenix for almost 10 years. The leading American flyer first adopted ELeather on the Acro Series 3 seat in 2014 during a project to update their cabin interiors from traditional leather. After four years of successfully flying ELeather seats with zero issues or service concerns, Frontier recognised the real value that recycled leather material brought to their aircraft and their business.

Frontier Airlines prioritises people with the company mantra 'The Sky is for Everyone'. Their cabin interiors needed to provide a seamless customer experience with a seating solution that is durable, comfortable, and sustainable, all while balancing an optimal cost of ownership to maintain their brand promise of 'Low Fares Done Right'.

These two customer commitments align with the Gen Phoenix belief that sustainability and a modern approach to the luxury of leather should be accessible to all.

The Challenge



Serving the North American public with affordable travel experiences to 120 destinations in the U.S., Caribbean, Mexico and Central America, Frontier is a well-known ultra-low-cost carrier. To maintain their prices and renowned level of service, the airline has little margin when it comes to operating in the most efficient, trouble-free and economic fashion.

The initial brief was to keep things simple; no elaborate dress cover designs or unnecessary details that could add cost to the new seats. Another consideration for Frontier was simplicity in operations. Keeping part numbers to a minimum and making the process as low maintenance as possible would support the operations of the Frontier team.

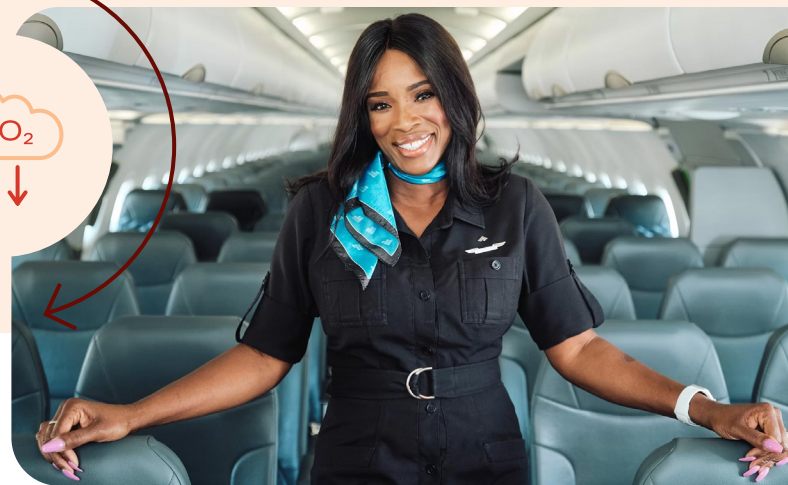
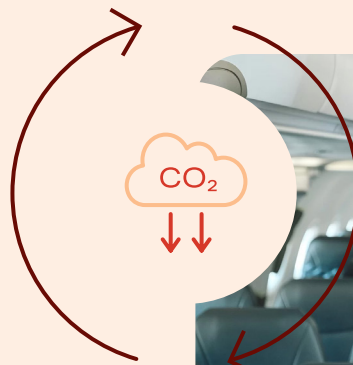
The Solution

The Acro Series 3 seat with ELeather upholstery gave Frontier the exact combination needed to meet operational, environmental, and passenger criteria. The existing relationship between Acro Seating and Gen Phoenix simplified the order and seat delivery process.

Now having over 10 years of experience with ELeather, Frontier is an active promoter of using the recycled leather alternative. Due to the material containing 34% traditional leather fibre that is mechanically entangled with a high-performance textile, the finished product is not only much better for the environment but its unique construction makes it extremely durable, reliable, beautiful and long-lasting.

As with any airline, the lighter weight the better. ELeather is up to 40% lighter than traditional leather, saving costs of fuel burn on take-off and reducing carbon emissions. Although not as lightweight as synthetic materials now available on the market, Frontier understands that with synthetic alternatives, they would have to sacrifice material sustainability and durability for less weight.

More recently, Frontier Airlines introduced the latest generation Airbus A320neo aircraft into their fleet, offering 15% fuel-burn savings compared to current single-aisle aircraft operations and 20% less CO₂ emissions. Over the next six years, Frontier is said to receive a staggering 156 A320neo and A321neo aircraft. The airline's investment in new aircraft technology will have a huge positive impact on their sustainability credentials.



The Results

REDUCED WEIGHT

The SL3710 is the new seat model from Recaro, that is said to be 30% lighter than the previous models, coming in at 8kg per seat. Using lightweight ELeather in place of traditional leather has enhanced and contributed to the overall weight-saving and efficiency this new seat configuration offers.

IMPROVED EXPERIENCE

The airline advertises that the new seats feature extra comfort with redesigned armrests and a larger tray table. The ELeather upholstery offers increased comfort and style, along with added performance functionality. Gen Phoenix's recycled leather is known for its longevity, easy maintenance, and resistance to sagging or stretching, even after prolonged periods of use on the busiest of aircraft.

ENVIRONMENTAL IMPACT

By sourcing ELeather for the project, which the new A320neo fleet additions have been a part of, Frontier diverted an impressive 22 tons of leather waste from landfill. That's a third of the A320neo max landing weight!

Thanks to ELeather's innovative production process, the airline has also prevented 755,000 kg of CO₂ from being released into the atmosphere and saved 7,403m³ of water.*

“ Frontier Airlines is committed to maintaining our position as America's Greenest Airline and our current fleet is 43 percent more fuel efficient on average than other U.S. airlines. The lighter weight seats will result in tens of thousands of gallons of fuel savings on a single aircraft while improving comfort. Less fuel means reduced operating costs which translates to savings that we can pass on to consumers in the form of low fares. ”

Barry Biffle, Frontier Airlines CEO

*compared to the traditional leather



ULTIMATE DURABILITY

The original ELeather dress covers have lasted so well that they've allowed the airline to extend the duration of their replacement cycles—with one of their oldest dress covers flying for almost 10 years.



“For nearly seven years, the laminated ELeather seat covers that are installed on Frontier’s Acro seats have shown impressive resilience versus other products we have previously used.

We can confidently say we have been satisfied with both the product’s performance and durability.”

SHAUN JENSEN
Director of Engineering and Fleet
Frontier Airlines

→ A better-for-the-planet seating solution should not come at a price point that makes it commercially unviable, and it should never compromise on quality or passenger experience.

LEATHER,
Reimagined.