



Jet2 and Gen Phoenix (then ELeather) embarked on their journey together in 2007, when Jet2 became the company's first official customer to use recycled leather.

The two British-born companies have been in partnership ever since, with Jet2 rapidly growing their fleet size, number of UK bases and their ever-increasing volume of passengers. After celebrating 20 years in business, Jet2 are marking their next big milestone with the delivery of their new Airbus A321/A320 neos, which are more fuel efficient.



The Challenge

“Wastage was a big problem.” —Jet2

The original Jet2 fleet of 29 Boeing 757 and 737 aircrafts had legacy leather seats that were outdated, inefficient and did not fit with the Jet2 image of modern, lightweight and stylish.

Using traditional leather on their seats also presented a number of setbacks, according to Jet2's General Manager of Projects & Planning at the time,

“Wastage was a big problem. Economically and environmentally, this needed a solution, as during cut and sew, the yields were just 50%, with the other half having no valuable end use, and often going to landfill. Another issue was cabin appearance. When new, the traditional leather seats looked great, but within only a few months, the wear and tear would show. The surface

finish was prone to turning shiny and the dress cover became baggy and creased.”

Performance in service was critical to Jet2, making the initial trial a very important milestone for the entire project team.

Jet2's primary focus continues to be on reducing CO2 emissions, which the company is achieving through investing in new aircraft and the production of new Sustainable Aviation Fuel (SAF). The broader strategy considers other contributions to environmental impact such as reducing single-use plastics, eliminating unnecessary waste, implementing recycling schemes and sourcing more responsible materials for their cabin interiors.

[More on Jet2 Net Zero Strategy >](#)



The Solution

In 2007, following a visit to the Aircraft Interiors Expo, Jet2 reached out to Gen Phoenix to initiate the trial of their new Acro Series 3 seats, which would feature ELeather upholstered dress covers, designed and made by Sabeti Wain Aerospace. After initial discussions, Jet2 visited the factory for a plant tour to see first-hand how recycled leather is made into finished stock. Following rounds of colour matching, and sampling material for performance reviews, Gen Phoenix produced the trial materials in the Jet2 iconic 'Red' that remains core to the brand's identity today.

The material was put to the test, in-service, over a four-month trial period across six rows of three seats on a Boeing 757 aircraft. The trial successfully addressed the challenges set out by Jet2 across the below key areas.



PERFORMANCE

Gen Phoenix's ELeather material is engineered to perform throughout a 6-year replacement cycle delivering significant savings on maintenance and is inherently easy to keep clean between flights, reducing turnaround times and giving passengers the best on-board experience. Outstanding durability delivered a longer life in service, saving on replacement costs and demonstrating to Jet2 that the material could stand up to the real-world abuse aircraft seats are exposed to.



CABIN APPEARANCE

The new modern style, lasting quality, together with no sag and bag or luggage damage meant the cabin interiors retained their 'like-new' look for much longer. The material was so successful, Jet2 even made a dress out of it in support of a fashion festival which took place at their headquarters Leeds Bradford Airport. Crew member and model for the day Becky Midgley even raved that the ELeather red dress was "very comfortable!"



SUSTAINABILITY

Jet2 was the world's first airline to choose ELeather for their seating upholstery, leading to several environmental savings and aligning with their long-term goals. The company has been able to significantly reduce the cut and sew waste problem as they were achieving 90% yield by using uniform, consistent material on a roll opposed to traditional leather hides.

Following the overwhelming success of the initial trial, Jet2 placed an order for their first aircraft, subsequently retrofitting the existing fleet of 29 aircrafts, and choosing ELeather for all new programs that followed. Nico den Ouden, Gen Phoenix Chief Innovation Officer and GM Seating said:

“ Gen Phoenix is proud to work with Jet2 and Acro as launch customers for our recycled leather technology. For over a decade, Gen Phoenix has proven that the material is delivering in real world conditions with hardly any wear and tear between heavy maintenance checks.

Seats and seat covers remaining in service longer, combined with using waste to manufacture our material, is helping Jet2 to reduce its carbon footprint, contributing to their journey to net zero. ”



The Results

Jet2 have remained a partner for over 17 years, evolving with Gen Phoenix as the company has developed new, improved products, and always having the peace of mind to take our next generation materials onto new programs.

Today, 100% of the Jet2 fleet is flying with ELeather. That's 103,000 m² of recycled leather supplied, enough to cover over 40,000 Jet2 seats.

Selecting ELeather by Gen Phoenix for over a decade has led to Jet2 saving circa 100 tons of leather waste going to landfill resulting in reduced environmental impact.

Producing Jet2's ELeather, compared to the traditional leather used prior to the trial, has saved over 480 tonnes CO₂ and more than 1.2 million litres of water.

Taking a waste stream and creating a valuable, high-performance material from it is a step in the move towards becoming fully circular. Gen Phoenix's vision is to make material circularity possible, at scale, by collaborating with long-term partners.

Over the next 10 years, Jet2 has committed to using Gen Phoenix's next generation aviation material, which the company has proven can be recycled at the end of life, back into new aviation-grade material. This gives airlines the opportunity to create fully circular seat covers out of old.



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of Jet2 fleet in
ELeather

103,000 m²
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40,000+
seats covered

100 tons
waste saved
from landfill

480 tonnes
CO₂ saved

1.2 million
litres water
saved