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By **Robynne Trueman**

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SAVE PRINT

This is a special feature from *PAX Tech's July 2024 issue*, on [page 45](#).



The LSEAT Economy Class kit in action

LSEAT is an Economy Class seat kit that is easily installed to existing seats to create a Premium Economy experience. LSEAT CEO Yves Hendrickx dreamed up the idea from his own experience travelling in what he calls an Economy Class “chair” rather than a comfortable seat that lends itself to sleep inflight.



LSEAT CEO Yves Hendrickx at AIX 2024

“The Economy class ‘chair’ started with the beginning of commercial aviation and has not changed since during a century, except with the introduction of a 12-degree recline backrest and introduction of a video screen,” Hendrickx tells [PAX Tech](#). “LSEAT is a century change.”

It took Hendrickx two and a half years to find the right combination of materials and design components applicable to almost all seats. This time was also spent achieving compliance with FAA and EASA regulations to avoid seat recertification. Now, the widely patent-protected LSEAT solution is ready to take flight, with the Aircraft Interiors Expo (AIX) providing the opportunity for the company to find a launch customer.

LSEAT saw approximately 250 delegates visit its booth and prepared close to 50 requested quotations from airlines following the show, demonstrating a level of interest in the product that Hendrickx was thrilled to see, he tells [PAX Tech](#).

He attributes the enthusiasm of airline customers to the product's ability to increase airline revenue and its unique upfront investment model.

He explains that the initial investment in LSEAT permits a six-month trial period. During the initial six months of installing LSEAT, airlines can markup the ticket price as it provides a Premium Economy experience. The deal requires airlines in this phase to split 50 percent of LSEAT sale profits with LSEAT. The airline can then decide, after the trial period, to return the seats or buy them out for permanent use.

Hendrickx calls it a "no-risk investment" with a four- to five-month lead time for delivery. He adds that the Economy kit pays for itself in less than two months when ticket prices are increased on these seats.

Following a successful AIX for LSEAT, Hendrickx is setting his sights on the North American market in the coming months.