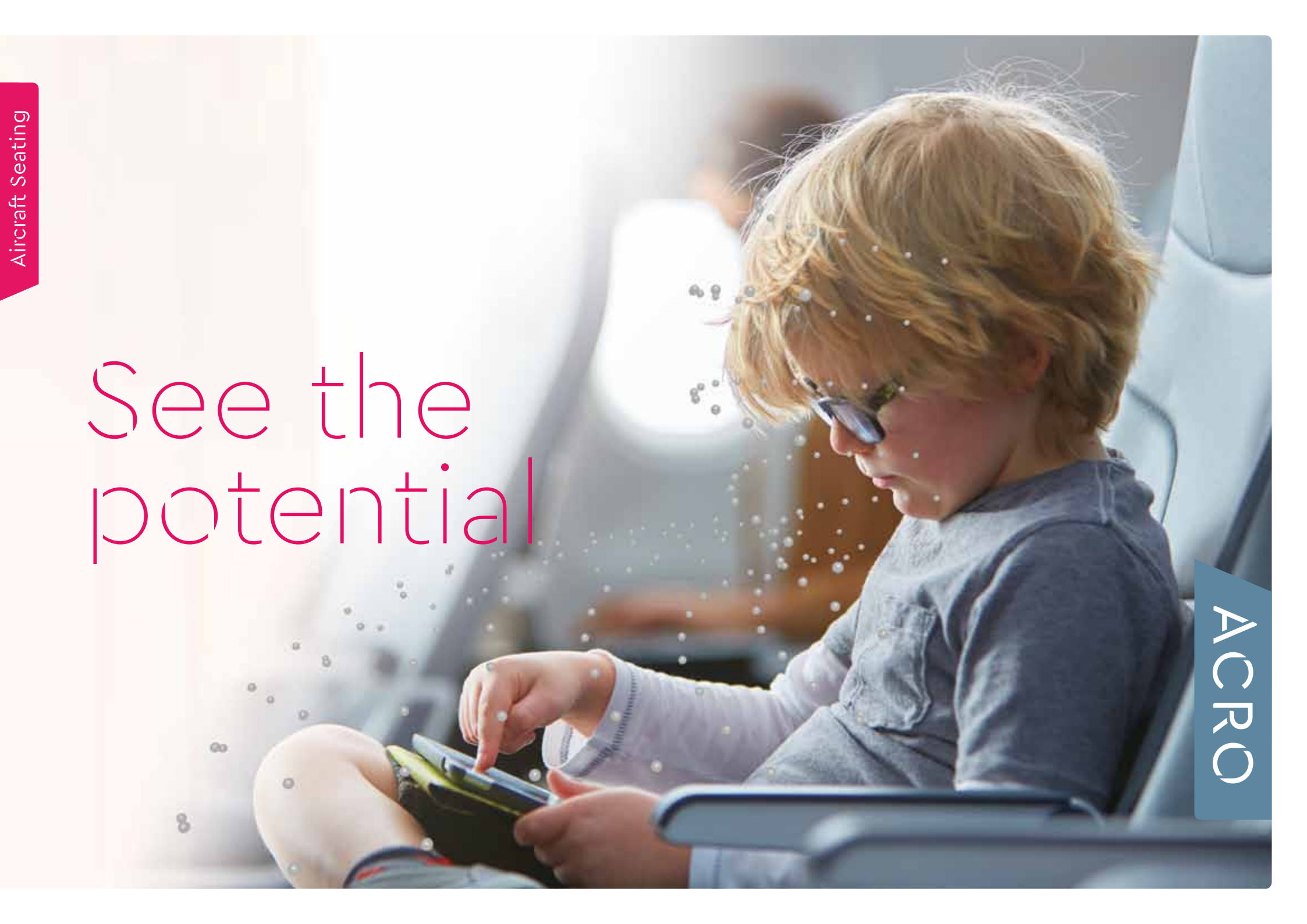


See the  
potential



# Our Philosophy

## What's in a seat?

Everything: your investment, your profitability, your brand experience, your reputation, but most importantly your customer – the passenger.

Designing and manufacturing seats for today's discerning airline passengers is an exercise in balancing two important considerations: cabin economics and passenger experience. Which is why everything we do starts with the passenger; the individual. A biomechanical being that has evolved to move around and adapt, not sit still. And, also one that we know increasingly has a choice and a 'voice'.

Each Acro design is rooted in our philosophy that seats can't be comfortable, only passengers can and that comfort is found in the spaces between the seats.

Extraspatial design is a way of exploring and designing to maximise the opportunities that the micro spaces within traditional seating can provide, but are often overlooked. By looking at the 'space within the space' our approach optimises hidden dimensions, in a way that creates extraordinary differences to passenger experience.

We set out to challenge the status quo, inspired by 20th Century furniture design icons like Charles & Ray Eames and Mies van der Rohe who showed us that "simplicity is the ultimate sophistication", where everything is present and nothing is omitted.

An Acro seat is created from wisdom, passion, commitment and an unswerving belief in a simple truth: no matter what traditional engineers and product designers might tell you, you can't 'make' space, or 'save' it. You can only use it.

**Acro – we are spatialists.**



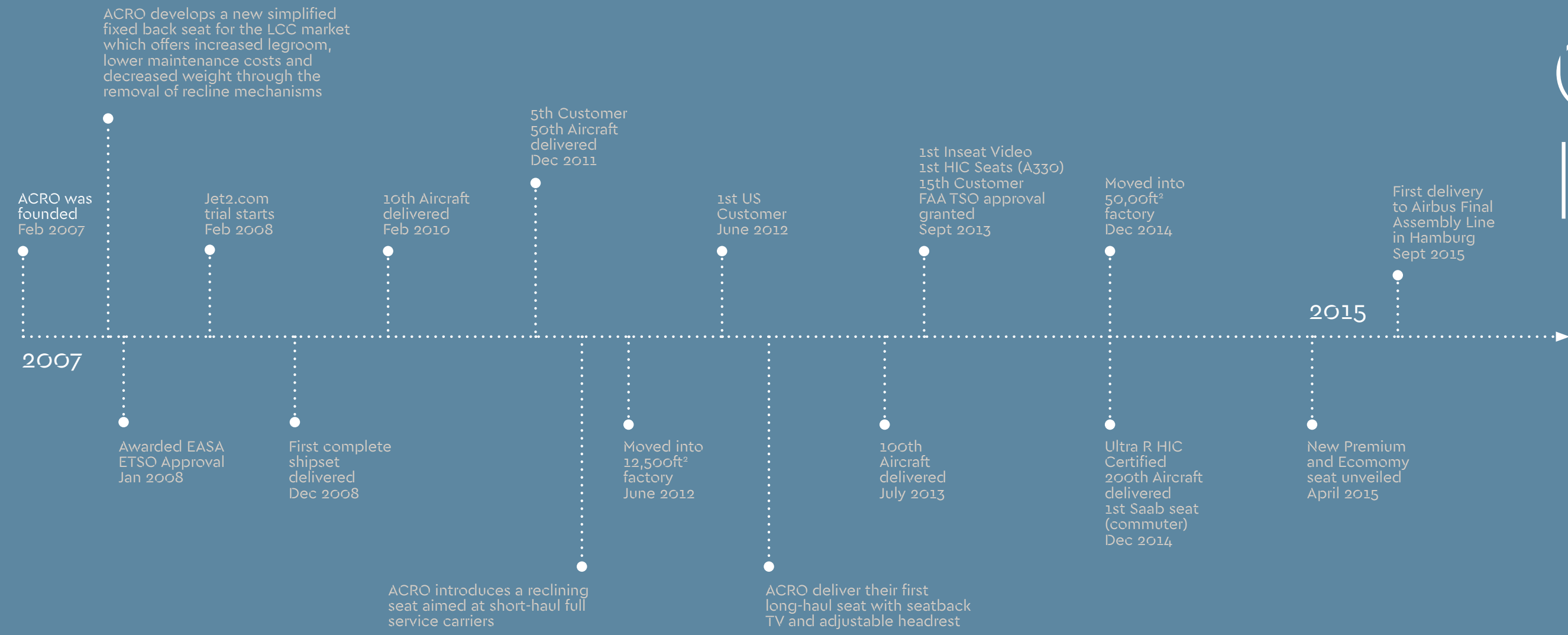
ACRO

Comfort is  
found in the  
space between  
the seats





# Our History



Since we set up in 2007, Acro has focused on staying true to its vision to be more than just another manufacturing business. We set out to realise an idea that would turn passenger airline seating on its head.

Along the way, we have established Acro as an award-winning brand, with a reputation as one of the world's leading innovators in aircraft seating.

From virtual anonymity, we've organically grown a company of 130 staff that makes over 3,000 seats a month for more than 20 global clients and over 65,000 seats flying. Consistently winning design awards as well being ranked in The Sunday Times SME Export Track 100 and achieving the Queen's Award for international trade.

- 2015 Queen's Award for Export
- 2013 Crystal Cabin Award Finalist, Industrial Design & Visionary Concepts
- 2012 DBA Gold Winner - Product
- 2011 Crystal Cabin Award Runner Up Industrial Design/Interior Concept
- 2011 D&AD Winner, Product Design



We design furniture,  
not equipment



ACRO





# Series

# 3



Series 3 is a new take on the economy-class seat: a practical solution reduced to its absolute essence, then re-imagined to give discerning airline operators a seat that provides a differentiated passenger experience.

In its purest form, Series 3 is a fixed back, lightweight, low maintenance design, based around the Acro Monospar chassis. With only 63 components per 'triple', we utilise 'Extraspacial Design' to unlock two inches more legroom than conventional seats in its class at the same pitch.

Available in fixed back or reclining versions, with the ability to add in innovative premium-level features, Series 3 brings unsurpassed levels of comfort to the economy cabin. Because, in today's world, there is no excuse for budget air travel to feel like a cheap experience.

#### Benefits

- Extraspacial Design unlocks the 'space within the space'
- 2" more legroom than conventional seats
- Available in both fixed back and reclining versions
- Lightweight, low maintenance and based on Acro Monospar chassis
- Lowest operational cost seat solution in its class
- Suited to the B737 - 17.1" bay width and optimised for A320 - window and aisle passenger seat widths of 18.1", and a centre seat width of 19.3"
- IFE 'Option Ready' space

#### Options

- Fixed or reclining seat back variants
- 17" and 18"/19" seat width configurations
- Long Arm Option
- Sliding Rear Table
- Upper Literature Pocket
- Net Pocket
- High Comfort Cushion
- Crew Step
- TSA Approved Life vest pocket
- Stretcher Provisions
- IFE 'Option Ready'

Our Series 3 model is the perfect example of form following function: testimony to our time invested in gaining a real understanding of customer needs and wants



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Take a seat – simple, elegant, honest and intuitive. Series 6 is inspired by 20th Century modernist furniture design, where 'less is more'



Series 6 is a totally new seat design with a style and simplicity that could only come from the uniquely different way we look at cabin space.

We took an innovative step, ditching the standard aluminium seatback frame and redesigning it as a composite skeleton that is both as beautiful as it is efficient. The result is increased passenger comfort with both greater legroom and width – a world first 18" wide seat on the B737; lighter weight and increased durability; and a beautiful elegance in its form-factor.

Available in fixed back and reclining versions, Series 6 introduces the future of Economy Class seating, using Passenger Experience (PX) orientated design features, including a BYOD integrated tablet holder.

The Series 6 seat is the ultimate demonstration of Extraspatial Design unlocking the 'space within the space'.

#### Benefits

- Extraspatial Design featuring composite skeleton seatback
- Available in both fixed back and recline versions
- 18" seat width for B737
- eXtra Comfort "XC" 19" centre pax for A320
- Enhanced recline lever accessibility
- Maximum recline 5"
- Large single leaf table
- Integrated tablet holder in the seatback
- 15% lighter than current generation seat
- Dramatically reduced part count
- 16g and HIC certified

#### Options

- Fixed or reclining seat back variants
- eXtra Comfort "XC" version available
- In-seat power
- Eye level video screen
- Crew step
- Movable armrest
- Single and Twin Aisle variants (B737, B767, B747, B777, B787, A320, A330, A340, A350, A380)

Series

6



# Series

# 7



When we designed our Series 7 Premium Economy seat we decided to do it the right way – as a piece of furniture – not a piece of equipment. Because when something is beautifully designed it enhances the way people feel, their experiences and the choices they make.

Great design is a way of life – Series 7 exemplifies this, using Extraspatial Design to optimise hidden dimensions; creating a seat that is beautifully simple, yet overflowing with extraordinary features.

Crafted using the finest materials, Series 7 delivers unparalleled legroom, class-leading width and full recline.

It also incorporates smart design features including personal storage consoles, and an elegant single leaf table that not only enhance the experience, but also increase the space available to passengers. All of which make it the perfect travelling companion.

## Benefits

- Extraspatial Design optimises the 'space within the space'
- Class-leading 30" living space width (A321 configuration)
- Unparalleled legroom from 34" pitch
- Premium Economy/US Domestic First seat
- Wide and narrow body variations
- 60" Width (A320 First Class version)
- Elegant single leaf table
- Fully articulated seat pan
- Minimal profile literature pocket
- Innovative personal stowage options
- Wide, customisable trim and finish options
- Seat weight p/pax (including fabric cover, foam, life-vest pouch and seat belt, IFE provisioning): around 20kg
- Seat width: 508mm width (between armrest)
- IFE display size of maximum 17"
- 16g and HIC certified

## Options

- Leg-rest
- In-seat power
- Eye level video screen
- Crew step
- Movable armrest



A great experience is about choice: freedom to move, a space to 'be'. Which is why we think that a journey should be as rewarding as arriving at the destination. Introducing Series 7 – Acro's premium design experience



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# Our Experience

## Flexible, Agile, Innovative

It's true whether you apply this to our design, our products and us as a business. We believe that good design comes from the application of common sense, engineering rigour, practical understanding of the cabin and a healthy dose of courage to challenge the status quo.

Acro is more than just a manufacturing business, we have an entrepreneurial spirit which drives us to pursue our vision, supported by a dedicated team who share our belief – from designers and engineers, through to sales, support and back office people.

We design, certify and manufacture award-winning passenger seats for some of the world's leading airlines:

In 2015 we delivered more than 25,000 seats including more than 120 aircraft in North America alone flying for Spirit, Frontier, Hawaiian and Allegiant. Currently there are 65,000+ seats in flying service with airlines including KLM Cityhopper, Thomas Cook, Condor, and Mango. Jet2, our first customer in 2008, now has more than 50 aircraft with our seats.

Being Flexible, Agile and Innovative enables us to take on challenges that other manufacturers simply won't entertain.

These are qualities that drive new product development, bespoke requests for customisation, and product support. Which makes us better than anyone at managing the delicate and complex relationship between designing for passenger comfort and aircraft cabin economics.





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