
University of Pennsylvania
Institute for Environmental Studies

presents

Marilee McInnis

Southwest Airlines



Southwest Introduces
New Era of Cabin Sustainability

Over the decades, Southwest has been at the forefront of such efficiencies as paperless tickets, quick aircraft turnarounds, and the installation of winglets onboard its aircraft. For more than 40 years, Southwest has been a Maverick in the airline industry, and with the introduction of *Evolve: The New Southwest Interior*, Southwest is again charting a new course. The sleek new cabin enhances Customer comfort, improves fleet efficiency, and gives back to the environment. The cabin update utilizes durable and environmentally responsible products to reduce waste and create weight savings onboard the aircraft, while enhancing comfort for Customers. Inspired by Southwest's past with a nod to the airline's future, the cabin refresh features recyclable InterfaceFLOR carpet, a brighter color-scheme, and a more durable, eco-friendly, and comfortable low-profile seat that weighs less than the current seat.

Beginning with a partnership between Southwest's Maintenance and Engineering and Marketing Teams, Southwest set out to improve the inflight Customer Experience while increasing the durability of onboard materials, but without adding costs. In 2009, Southwest launched the "Green Plane" to test the market's latest sustainable products onboard an aircraft in an effort to forge a new path in onboard eco-friendly products. Based on the inflight test results and feedback from Customers onboard the Green Plane, Southwest's new *Evolve* interior features many of the other products tested on the Green Plane, including the seat covers, carpet, life vest pouch, foam fill, and passenger seat rub strips.

Evolve: The New Southwest Interior is a win for each aspect of the triple bottomline: **Performance**, for increased durability, improved fuel burn, and additional revenue opportunity; **People**, with a new interior that emphasizes comfort and personal space; and **Planet**, for featuring sustainable, recyclable materials.

Cosponsor

Initiative for Global Environmental Leadership



Date: February 15, 2012

Time: NOON - 1:30 pm

Place: Carolyn Hoff Lynch Auditorium

On the Penn campus: Chemistry Building
34 & Spruce Sts. (enter on 34 St)

NO REGISTRATION REQUIRED

Direct questions to: 215-573-3164

ies_penn@sas.upenn.edu

<http://www.sas.upenn.edu/earth/ies>

NO FOOD OR DRINK PERMITTED IN THE AUDITORIUM
