

Press Release

BRUSSELS AIRLINES CONFIRMED TRUST IN ABC INTERNATIONAL FOR CABIN BRANDING ELEMENTS ON A330 FLEET.

Naples (Italy), April, 2nd 2019. ABC INTERNATIONAL has been selected by BRUSSELS AIRLINES as their supplier for Cabin Branding Elements to be industrially designed, manufactured and installed within the A330 fleet retro-fit program.

The Belgian Carrier, part of Lufthansa Group, has selected ABC INTERNATIONAL knowing the Italian “design-driven” expertise and the “research of beauty” attitude. The decision has also been driven by the successful first collaboration had in 2017 on SSJ100 aircrafts BRUSSELS AIRLINES has taken on ACMI basis from CITYJET, an Irish based operator.

ABC INTERNATIONAL fruitful collaboration with BRUSSELS AIRLINES has been developed on different projects as well, based on Cabin Interiors customization such as the certification of Over-Head Bin Sticker with “Magritte” theme.

As Brand-Oriented Airline, BRUSSELS AIRLINES has seen in ABC INTERNATIONAL “common feelings” and it was “love at first sight”.

Starting from JPA Design concepts, which were in charge of the overall new Cabin Design, ABC INTERNATIONAL has undertaken a huge effort translating UK based design firm brilliant ideas into an airworthy product in compliance with aviation regulation.

“This project is a further step to cement the relation between two companies that have been sharing a common outlook to the future of cabin interiors industry since the first moment”, declared Mr. Olindo Spatola, VP Engineering & Programs within ABC INTERNATIONAL. *“BRUSSELS AIRLINES is an ideal partner for developing new products and solutions for cabin branding, considering their continuous commitment in looking for new ways to improve passengers experience and cabin environment”,* Mr. Spatola continues.

“When the program was launched, all of us at ABC INTERNATIONAL felt excited for being part of such a challenging cabin retrofit project, as noticed from JPA first design proposals. Furthermore, we had the chance to implement and provide Branding Panels solution with back-lit effect, strengthening our expertise and discovering new materials and design methods”, concluded Mr. Spatola.

“It is always fascinating to collaborate with companies able to transform our concept design in to a real product, combining expertise on technical design and manufacturing processes”, Ms. Alessia Giardino, Lead Colour & Materials, Brand & Trends Designer within JPA Design, declared. “We felt immediately comfortable and excited, since the first mock-up, when we noticed ABC International commitment and passion for Cabin Branding Elements .” she continued.

“It has been a pleasure for all of us in JPA Design to work “shoulder to shoulder” with them and the final outstanding result reflects the service reliability and the high quality products ABC International provided to Brussels Airlines during the whole project”, Ms. Giardino concluded.

ABC INTERNATIONAL has delivered seven different Brand Panel variants per each A330 aircraft according to the environment in which they were idealized and aligned with Cabin Trim & Finish, as follow:

1. Two Panels in the Entrance Area welcoming passenger on board. Panels are made of “wooden-effect” polycarbonate by Sekisui with “Art-Nouveau” pattern made of a combination of different materials and technologies developed;
2. Two Panels in the Business Class Area. Panels are made of “wooden-effect” polycarbonate by Sekisui with “Art-Nouveau” pattern made of a combination of different materials, technologies and with back-lit effect;
3. Two Panels in the Premium Economy Area and one Panel in Economy Class Area made with CNC machined aluminum frame covered by special stickers and resin decorative elements displaying various customized themes.

“We were already aware of the high-quality service provided by ABC INTERNATIONAL, and we felt even more confident after seeing the great commitment in caring all the details since the early stage of the discussion” declared Eric Kergoat, BRUSSELS AIRLINES Head of Product Development, responsible for the Cabin Branding project with ABC INTERNATIONAL. “BRUSSELS AIRLINES is recognized for being extremely focused on providing an excellent flight experience in an outstanding environment; partnering with ABC INTERNATIONAL to enhance our Brand Image is the right way to keep that promise” underlined Mr. Kergoat. “Investing in Cabin Interiors have become one of the main key strategies to enhance passengers needs and expectations; with ABC INTERNATIONAL, we know we are doing it”.

BRUSSELS AIRLINES A330 Cabin Branding Elements will be showcased at ABC International booth #6A79, Hall B6, during Aircraft Interiors Expo in Hamburg from 2nd to 4th April 2019.

About ABC INTERNATIONAL

ABC INTERNATIONAL is an EASA-DOA Company (EASA.21J.529) based in Naples, Italy. Since 2009, ABC has been a leading reality in the Cabin Branding market. During the years, thanks to its reliability, high professionalism and hard-work attitude, ABC International achieved successful results partnering with some of the most important Airlines in the industry (THY, Etihad, TAP, Air Canada, Ethiopian Airlines). These results have represented just a further motivation for ABC to grow in the right direction, looking at the future with innovation and industrial progress.

For more information, please visit <https://www.abc-int.it/>

About BRUSSELS AIRLINES

BRUSSELS AIRLINES is Belgium's national airline, connecting the capital of Europe to more than 100 destinations, whereof 23 in Africa, the continent BRUSSELS AIRLINES considers its second home. Besides Africa, BRUSSELS AIRLINES offers more than 90 destinations in Europe, 3 in North America and Tel Aviv. The company has over 4,000 employees and 48 aircraft operating some 250 flights daily, flying more than 9 million passengers a year to, via and from Brussels Airport. Thanks to its no compromise positioning, BRUSSELS AIRLINES combines competitive fares with the highest service quality.

For more information, please visit <https://www.brusselsairlines.com/>

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