

## Press Release

### **ABC International delivers cabin branding for the Premium Business and Economy classes LATAM Airlines Group.**

*The project was completed with the delivery of the logos designed for Boeing 787-8 and Boeing 787-9 aircraft.*

**Naples, Italy, June 12, 2025** - Aviation Business Consultant International has played a key role in enhancing the interiors of LATAM Airlines Group by designing and manufacturing the branding elements for the cabins of Boeing 787-8 and Boeing 787-9 Premium Business and Economy classes.

After a previous project in 2016 involving the creation of the 'Welcome' panel in the B787 cabin designed by PriestmanGoode, ABC International was chosen by LATAM to brand B787 cabins with a total of 28 logos requested.

The Italian "Cabin Branding Specialists" has been briefed to develop the design and airworthiness certification of two types of crests, both made up with metal:

- Economy, characterized by the distinctive indigo and coral colours of the LATAM brand
- Premium Business, with a unique metal finished effect.

**Olindo Spatola, Vice President of Engineering and HDO at ABC International, stated:**

"When we started working on the design, our proposals were finalized to ease the installation and the airworthiness of both logos. Our main focus was to create branding elements suitable for onboard installation, despite the reduced size of some components, while preserving the characteristic three-dimensional wavy effect of the LATAM brand."

The logos' installation on LATAM aircraft is the result of a collaboration between both Boeing Global Services (BGS) and ABC International engineers, who provided technical drawings and specifications necessary for the cabin branding installation and final certification by BGS.

Regarding the importance of collaborations and partnerships, **ABC International CEO Rodolfo Baldascino remarked:** "Cabin branding requirements have become increasingly complex in recent years. Thanks to the synergy with other companies and a sophisticated supply chain management ABC International can deal with this complexity to create high quality products suitable for flight."

**Jaime Cornejo, Cabin Interior & IFEC Director of LATAM Airlines Group, commented:** “At LATAM Airlines Group, we are committed to continuously improving the onboard experience for our passengers. Partnering with ABC International on the cabin branding of our Boeing 787 fleet has enabled us to visually reinforce our identity in both Premium Business and Economy cabins. We are very satisfied with the outcome of this collaboration.”

Currently, ABC International is also engaged in a new cabin branding project for LATAM involving a Boeing 767 aircraft. This initiative, which includes updates to both Premium Business and Economy class areas, is part of a broader cabin modification program under development.

#### **About ABC International**

*ABC International is an EASA-DOA Company (EASA.21J.529) based in Naples, Italy, offering certification and modification services to the aviation industry players such as airlines, lessors, MROs and OEM's since 2009. In the last 2 years the company has delivered over 250 projects to major airlines, lessors in the field of aircraft cabin modification and upgrades. Thanks to its reliability, high professionalism and hard-work attitude, ABC International achieved successful results that represented 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 LATAM Airlines Group**

*LATAM is Latin America's leading airline group, with presence in five domestic markets in South America: Brazil, Chile, Colombia, Ecuador and Peru, along with international operations within Latin America and to Europe, US and the Caribbean. The group operates a fleet including Boeing 767, B767F, B777, B787, Airbus A319, A320, A320neo and A321 aircraft, the most modern models of their kind. For more information, please visit: <https://www.latamairlines.com/>*

#### **ABC International Press Contact:**

Antonio Tucci | Marketing & Communication Manager  
Phone +39 3929604486 - E-mail [tucci@abc-int.it](mailto:tucci@abc-int.it)