

Press Release

ABC INTERNATIONAL DELIVERS CABIN DECORATIVE CRESTS TO THE JAPANESE NATIONAL FLAG CARRIER

The Italian DOA supplies the “Tsurumaru” for new A350s and B787s.

Naples, Italy, 18th November, 2020: Aviation Business Consultants International is proud to announce the delivery of decorative crests to JAL “Japan Airlines”, the Japanese flag carrier, to be installed on board of new A350s and B787s.

This is the first collaboration between JAL and the “Italian Cabin Branding specialist” for the design, manufacturing and installation approval of JAL Branding Elements to give a touch of exclusivity to their cabin context. Being adopted since 1959 JAL logo is one of long-lasting and most iconic airline’s logo and it is inspired by crests of Samurai families, the Crane of JAL logo represents loyalty and strength.

In order to reach the highest exclusivity and renew the Japanese true spirit while keeping the traditional values of its solid culture, after an international tender competition JAL awarded the English design firm Tangerine to design the impactful cabin layout of the new aircrafts and conceive the new style and finishing of the logo. Such project had very high expectations and JAL was invited to select a supplier able to bring to life the challenging style and reflect the very deep meaning of the “Tsurumaru”, the Crane Logo. With such premises JAL has selected ABC INTERNATIONAL for the remarkable multi-annual experience in the cabin branding business. ABC INTERNATIONAL reputation is echoed by the well-known Italian “design-driven” expertise and the “research of beauty” attitude.

Since many years JAL gives top priority to the passenger experience; it was needed to elevate their A350 and B787 cabins environment with an “eye-catching” decorative crest as the icing on the cake of a beautiful new cabin design so well interpreted by the “Infused Essence” concept elaborated by Tangerine. ABC INTERNATIONAL, as they are used to do, solved all design criticalities and fulfilled all JAL’s requirements. The original idea was to have the iconic “Tsurumaru” body with different effects and colors of the script. ABC INTERNATIONAL experts proposed a brilliant solution to treat the two parts with different surfaces treatments and this made the difference. As a result

of such study the script features a gold plating effect while the “Tsurumaru” body is treated with a sophisticated sand blasted technique.

ABC INTERNATIONAL managed to meet JAL’s design expectations thanks to the specific know-how of their global network of suppliers able to offer a huge variety of surface applications and material treatments.

Olindo Spatola, VP Engineering and HDO at ABC INTERNATIONAL said “The new logo is now flying and is installed into the new JAL aircrafts cabin interiors and comes with Gold plated “JAL” letters installed over an almond-gold highly coated Crane. The need to have a “concave” Crane, i.e. a Crane which is not flat, in combination with the required finishing make this product unique, as well as highly demanding in terms of manufacturing techniques and ABC feels really proud to have met Customer’s expectations.” keeping saying Spatola.

The challenge of ABC INTERNATIONAL was not only to turn into reality the particular design but also to translate the new brand image into an airworthy product compliant with the aviation environment and ready to be installed on board. Indeed, both targets have been successfully achieved thanks to the close cooperation between engineering department and material planning specialist as well as with the customer and the design house.

“After having achieved many partnerships all over the world, we had the honor and privilege to work with one of the most important and historical carriers of the Asian continent and the entire world” Mr. D’Ambrosio adds, “Only when such an important client rings your phone you really understand the high level of reputation you have reached. We are very proud to work with JAL and I hope this is the beginning of a more fruitful collaboration with them across other aircraft model of their fleet.”

Nowadays Airlines’ Marketing strategies are oriented in strengthening the corporate brand image, their cabin branding requirements are becoming more and more complex. ABC International is certainly the ideal partner to make them a real and unique products flying beautifully and fully airworthy in their cabins. **ABC INTERNATIONAL: the cabin branding specialist!**

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 (Brussels Airlines, 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/>

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About Japan Airlines:

Japan air lines (JAL) s an international airline and Japan's flag carrier, headquartered in Shinagawa, Tokyo. Its main hubs are Tokyo's Narita International Airport and Haneda Airport, as well as Osaka's Kansai International Airport and Itami Airport. JAL group companies include Japan Airlines, J-Air, Japan Air Commuter, Japan Transocean Air, and Ryukyu Air Commuter for domestic feeder services, and JAL Cargo for cargo and mail services.

For more information, please visit: <http://www.jal.co.jp/>