

Press Release

Naples (Italy), 3rd August, 2021: ABC International to enter the B2C market with the launch of an E-commerce platform to promote its own line of passenger's personal protection products: **FLY SAFE**.

The COVID-19 pandemic had a significant impact on the aviation industry due to travel restrictions and a slump in demand among travelers. It was reported an unprecedented effect on airport traffic, airlines economy and the whole aviation industry.

ABC International, pushed by pluriannual experience and inspired by a true passion for the aviation sector, is supporting the industry's recovery by acting on both operators and passengers' sides. In this scenario ABC International decided for the first time to differentiate its offering and enter a new business by opening an E-commerce shop to sell air travel related products directly to passengers and help to revive their confidence in flying.

"In a such difficult time we felt the need to study a solution not only for our trusted airline partners but also for the real engine of the industry: the passenger!"- says Mr. Alberto D'Ambrosio, CEO of ABC International.

It was realized that even though airports and operators are severely asked to put in place safe and healthy procedures, passengers need the possibility and the freedom to build their own safety confidence protecting themselves in aircraft cabins and overcrowded airports halls. At this aim ABC international realized *FLY SAFE* and an online shopping platform <https://www.abc-int.it/shop/> allowing people to buy products from comfort of home.

The E-commerce platform is only the first step of a long-term and expanding B2C strategy, ABC International plans to reach more sales platforms such as airports duty-free shops and sales points closer to passengers.

What is *FLY SAFE* in detail? *FLY SAFE* is a line of products dedicated to travelers who give priority to the sanitization aspects and aim to fly in a virus-free and fully sanitized cabin environment. *FLY SAFE* comes from advanced material technology studies oriented to manufacture personal protection essentials for a safe flight and airport transit: masks, seat covers and sanitizing spray.

FLY SAFE includes the following products in several size format options:

FLY SAFE Protective Masks are Individual reusable Protection Devices (D.P.I.) manufactured in Italy by ABC INTERNATIONAL using custom made technical fabrics conform to the OEKO-TEXT® Standard 100, which is well known as the highest standard in the textile industry.

The *FLY SAFE* Protective Masks are also water-repellent and subject to Sanitized® TH 22-27 antibacterial treatment. *FLY SAFE* Masks antibacterial action can be re-activated after washing them at 40°C and then ironing for few seconds.

FLY SAFE Disposable Protective Seat Covers are made of a light non-woven fabric allowing uttermost seating comfort on any different aircraft seat (leather or fabric covered). It was studied to protect the passenger from virus and germs while seated, avoiding direct contact with seating surfaces (both backrest and bottom). *FLY SAFE* disposable seat cover is conceived with an easy design and is able to fit in few seconds any economy class seat model.

FLY SAFE Seat Sanitizing Spray is a special product to sanitize aircraft passenger seat surfaces before seating. Made of a hydrogen-peroxide-based cleaning and disinfectant products it removes/kills germs from surfaces in few sprinkles. *FLY SAFE* Spray is especially conceived for aircraft cabin use and is suitable for both leather and fabric seat covers.

“Our *FLY SAFE* products are made available to the passengers directly through our e-commerce website. Soon they will be also available in shops and alternative channels. However, we keep our primary commitment to serve airliners with an outstanding service- says Mr. D’Ambrosio – *FLY SAFE* array of products is available on B2B bases too. It can be provided, personalized or not, directly to those airliners adopting cabin safety policies and oriented to high premium service standards”

Current pandemic outbreak wanted the aviation industry and its players to evolve and look beyond the historic standard business models. ABC International, known as the branding elements and cabin specialist, is now covering new areas of expertise and embracing the aviation industry deeply. If you are looking at resilient, efficient and innovative partners you can surely contact ABC International.

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/>

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