

Press Release

ABC INTERNATIONAL delivers cabin branding to the new Italian national airline ITA Airways

The project began in early 2023 and was recently completed with the delivery of the crests that will be placed on new A319, A320 and A330 ITA Airways, strengthening the collaboration between the two companies.

Naples, Italy, September 13th 2023, Aviation Business Consultant International has contributed to the outfitting of the interiors of the new A319, A320 and A330 of ITA Airways by designing, certifying and manufacturing the logos for their cabins.

This project was taken over from the previous collaboration with the former national airline Alitalia, for which ABC International has produced the branding logos for the entire fleet in the past.

The ITA Airways logo, designed by “Landor & Fitch” [editor's note: the same design house that designed the Alitalia brand in 1969], was made suitable for flight operations by “the cabin branding specialists” through adjustments aimed to meet the airworthiness requirements in compliance with related certification.

Olindo Spatola, Vice President of engineering and HDO at ABC INTERNATIONAL said, “To make the logo airworthy, we conceived the lettering without affecting the original design and coloured the metal lettering through an anodizing process. Thanks to the optimal synergy between our technical office and the customer, we were able to bring forward the delivery date to the satisfaction of the airline.”

144 logos in total have been installed and all of them are already flying on 41 ITA Airways aircrafts:

- 33 logos on eleven A319
- 33 logos on eleven A320
- 24 logos on eight A320 neo
- 42 logos on seven A330 - 200
- 12 logos on four A330 - 900 neo

The airline has planned to install the remaining branding elements in the next months.

Still in 2023, ABC International, together with its strategic partner Skubin Design, has designed and implemented 2 special liveries for ITA Airways, linked to some significant events for Italy: Rome's bid for the World Expo 2030, supported by the airline through the “Roma Italia Expo 2030” decal on an A320, and the decal celebrating the centenary of the Italian Air Force on an A320 Neo

aircraft.

For ABC International CCO, Rodolfo Baldascino, Italian Identity is a very important topic: “After working on projects all over the world, as Italian company we are proud of for working with ITA Airways. We are convinced that this cooperation will allow both companies to reach new goals and promote Made in Italy within aviation industry.”

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 ITA Airways

ITA Airways is a network air carrier wholly owned by the Italian Ministry of Economy and Finance. Its mission is to provide high-quality efficient and innovative domestic and international air transport services, as a means of boosting tourism and trade with foreign countries also by implementing integrated mobility projects. ITA Airways puts its customers at the heart of its strategy (by ramping up the digitization of its processes, to deliver best-in-class travel experience and tailored services), with a focus on sustainability encompassing a range of environmental (use of new green and state-of-the-art aircraft and sustainable aviation fuels), social (equality and inclusion for building a genderless company) and governance (integration of sustainability in strategies and internal processes) factors. ITA Airways is a SkyTeam member from October 2021.

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

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