
Aer Lingus and Retail inMotion team up for onboard retail program

By **Rachel Debling** on December, 7 2017 | Partnerships, Collaborations & Acquisitions



On November 1, [Aer Lingus](#) and [Retail inMotion](#), a member of the [LSG Group](#), embarked on a new partnership that will enhance the onboard shopping experience of Aer Lingus passengers.

The partnership will expand the relationship the two companies have developed since April 2017, when the airline secured Retail inMotion to support their retail services in the areas of range development, category management, crew training and the design of menu cards and catalogues. In addition, Retail inMotion oversees the financial performance of Aer Lingus' duty free programs and onboard retail.

As part of the deal, a retail management team has been set in place to supervise Aer Lingus' revenues and cost efficiencies. Retail inMotion's onboard retail management software, [Vector In-Flight](#), is also in effect to increase efficiency and simplify many processes for Aer Lingus employees, including onboard payments and the management of supply chain and warehouse logistics.

In a December 7 statement, Mike Rutter, Aer Lingus' Chief Operating Officer, commented: "We are very proud of our new partnership with Retail inMotion. Following an extensive tender process, we are convinced that we have found the right long-term partner to develop our Bia and Boutique offerings into the future. Now that the new program has been successfully launched, we look forward to working closely in partnership, to further enhance our award-winning guest experience."

"Aer Lingus is an established market leader in the aviation industry and well-known for offering an outstanding onboard retail experience to their passengers," noted Stefan Patermann, Retail inMotion's Chief Executive Officer, in the same release. "With Retail inMotion's expertise in this industry and access to global resources, we are fully committed to taking the airline's onboard retail program to the next level."