
Air Belgium collaborates with ABC International on branding program

By **Rachel Debling** on October, 1 2018 | Cabin Maintenance



New carrier [Air Belgium](#) has selected [ABC International](#) for its latest cabin branding program in a deal that covers three different branding elements for the airline's A340 fleet.

The companies have been working together since the winter of 2017 following a meeting at AIX 2017, with relevant EASA approvals coming through in April 2018. ABC International's cabin branding elements have been flying on board since the airline debuted on June 3, 2018.

Alberto D'Ambrosio, ABC International's Chief Executive Officer, said in a statement: "The final result was amazing and we are very satisfied [with the] Air Belgium technical department collaboration. When the program was launched, Air Belgium was just at the beginning of its new life; everyone was excited [to contribute] to the establishment of a new airline. Our engineering team worked in strict cooperation with Airbus as well to meet Air Belgium's requirements."

The airline's branding elements that are designed, engineered, certified and manufactured by ABC International include 20-inch airline logos, 15-inch airline logos, and 41-inch airline logos and scripts (two units per aircraft). The units are made of aluminum with a high-gloss red varnish that matches Air Belgium's corporate color.

"ABC International has supported us accurately from the very beginning," noted Christian Tolomé, Air Belgium's Technical Manager and the person responsible for the cabin branding project with ABC.

"First of all, we had to define the right color which matched our new cabin interior design, and they found the best solution to accommodate our requests. The technical and program management support were prompt and they took care of all demands, keeping [the] high level the quality of their services. ABC's team had to work under pressure to respect the deadline in order to present for Air Belgium's A340 first-flight event. We were excited about our first takeoff, and thanks to the responsibility of each stakeholder involved in this program, it was a great success. We are satisfied [with] ABC International's collaborative support."

