

Bucher delivers branding elements to Korean Air



Bucher's branding elements for Korean Air

[Bucher](#) has announced the successful delivery of the first sets of premium Branding Elements for [Korean Air](#)'s 787-10 aircraft. This marks a new chapter in the development of branding elements, underscoring the company's dedication to innovation and quality in aviation interiors, the July 23 press release said.

Korean Air has officially taken delivery of the first aircraft, adorned with Bucher's Branding Elements, which were crafted in Switzerland. By focusing on the precise alignment of 3D shapes and light intensities, the branding elements aim to enhance the aircraft's interior aesthetics and functionality. Custom design elements can significantly improve the passenger experience onboard.

Bucher Leichtbau is Korean Air's Buyer Furnished Equipment (BFE) partner and the company said it is honoured to fulfill the airline's vision with bespoke Branding Elements that merge aesthetic appeal with practical.

"Bucher's exceptional service and product quality align perfectly with our vision for a premium passenger experience. We are delighted to welcome our customers aboard these beautifully outfitted aircraft," said a spokesperson of Korean Air.

