

Thompson Aero Seating announces rebrand



The company's new tagline is "Together, we inspire"

[Thompson Aero Seating](#) is announcing a new brand image that reflects the company's evolving values and goals.

Founded by James Thompson two decades ago, Thompson Aero Seating is known for its creative designs and engineering. Part of the [AVIC Cabin Systems](#) group, the company's desire for innovation continues to be at the forefront of its work. Thompson Aero Seating's strategic direction is reflected in the new logo, website, and tagline. The tagline "Together, we inspire" encapsulates the vision found at all levels of the organization, as well as the people-centric approach through collaborations with business partners.

"We have worked hard to channel our long-established ethics and integrity with a new level of operational excellence and innovation," said Andy Morris, Chief Commercial Officer at Thompson Aero Seating, in a May 10 press release. "The new brand marks a new horizon. But we have not forgotten our roots. Thompson Aero Seating has always been about people — those who work for Thompson and those with whom we work. We look forward to continuing true partnerships with our airline customers, new and long-standing, to design and deliver inspirational products and services of the highest quality."

The new website is now live at www.thompsonaero.com, where customers can view some of the partnerships forged between Thompson and its major airline customers, along with details on the progress of the new state-of-the-art Dynamic Test Facility.

The full rebranding process will culminate with the stand at AIX Hamburg in June.