

Thompson Aero Seating celebrates company heritage with brand film and updated website



The launch of TAS's brand film provides a deeper insight into the company, its design philosophy and the expertise behind its seating products

Thompson Aero Seating (TAS) has completed the latest phase of its brand elevation with the launch of a brand film and [refreshed website](#), bringing its people, Northern Ireland heritage and approach to premium aircraft seating to life.

Last year, TAS introduced a marketing campaign celebrating the people behind the creation of its premium Business Class seats. Featuring TAS employees alongside imagery inspired by the landscape of Northern Ireland, the campaign highlighted the combination of people, heritage, craftsmanship and engineering that has shaped the company.

The latest phase of the project sees the launch of a brand film and website, providing a deeper insight into the company, its design philosophy and the expertise behind its seating products. The film draws a connection between the peace and comfort delivered by TAS products and the serenity and beauty

of the Northern Irish landscape. It captures the craftsmanship behind every element of each seat, from the stitching and upholstery to the precision engineering and structure building, while highlighting the people who bring each product to life.

The TAS website has also been redesigned with updated imagery, improved navigation and expanded content showcasing the company's design philosophy, craftsmanship and approach to sustainability. The people and heritage of TAS are again represented, showing the real pulse of TAS. And, of course, there are great explanations and details about the whole Vantage family seating range.

Becca Shou, Head of Marketing, Thompson Aero Seating, said, "Our brand has evolved significantly over the years, but the foundations of TAS remain the same: our people, our engineering expertise and our Northern Ireland heritage. We are proud to be a global business working with leading airlines around the world, while remaining firmly connected to the place and people that have helped shape who we are. This new film and website give us an opportunity to share that story and bring our brand to life for our customers and strategic partners."