

PacMin News

BRINGING YOU THE LATEST UPDATES AND BREAKING DEVELOPMENTS IN AIRLINE MARKETING

Air New Zealand's "All Black" livery

Next year, Air New Zealand's Boeing 777-300ER fleet will sport a striking black livery. The livery first appeared as part of the airline's 2011 All Blacks campaign and received favorable response.

To commemorate the launch of the "All Black" livery, Air New Zealand sought out PacMin to create models that would capture the airline's (and Kiwi) pride.



A handful of the airline's fleet already donned the new colors, including a Boeing 777-300ER (measuring 242' 4" / 73.9m in length). The complex livery required painters working around the clock for several weeks to complete.

It would be equally difficult to accurately portray the livery on an airplane model. The "All Black" livery included delicate elements and overlapping

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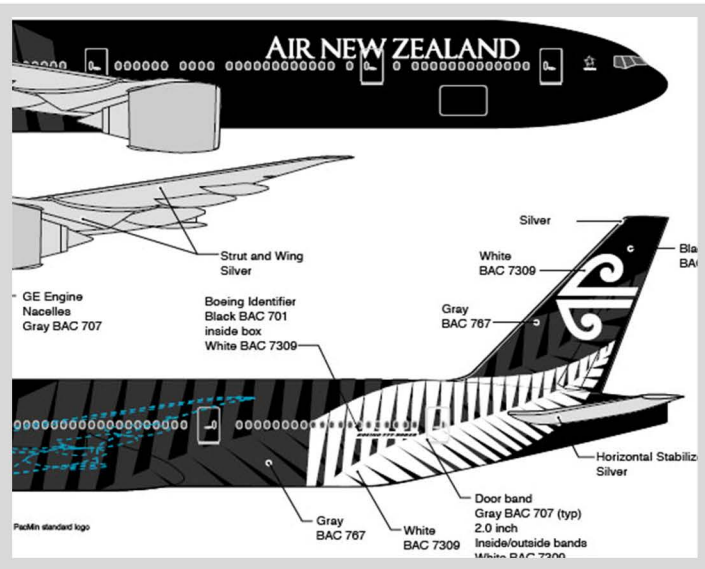
(Left) 1/100 scale 777-300ER desktop model (29in / 73.9cm in length) with "All Black" livery.

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 images that would be particularly
 difficult to reproduce on a small
 scale.

Air New Zealand needed a
 partner who could handle intricate
 liveries and deliver precision
 models. The distinctive silver fern
 and the color black not only
 represented the airline, but the
 country of New Zealand as well.

Because of PacMin's passion
 for excellence, Air New Zealand
 knew their aircraft and brand would
 be represented accurately.

The 1/100 scale models



(roughly 29in / 73.9cm in length)
 required delicate and extensive
 decal work. Not only did the decals
 cover the majority of the model, but
 they also wrapped around the
 fuselage and the vertical. PacMin's
 skilled artisans carefully touched up
 each model to ensure the decals
 aligned properly. By the time the
 models leave PacMin, the livery is
 smooth and seamless.

PacMin's attention to detail
 resulted in visually dynamic models
 that were ready to showcase Air
 New Zealand's new livery. ■



(Top) PacMin employee touching up livery decal.

(Far left) Rendering for Air New Zealand's "All Black" livery.

(Bottom right) Close-up of livery design after receiving touch up treatment.



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