

PacMin News

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Capturing Air Transat's new livery

In 2011, Air Transat approached PacMin to produce a family of A330 models with its 25th anniversary livery and image. The design retained the familiar blue tail and logo and incorporated "welcome" in different languages.

The design was bright and inviting, but accurately capturing the colors and angle of the gradient would be a challenging and delicate task.

Air Transat understood the challenges and trusted PacMin to create high-quality models that could accurately represent their brand and their new A330 fleet.

PacMin had just completed an Air Transat order for three 1/50 scale A330-200 models (45.5 in / 118 cm in length) with less than two weeks lead-time. Since PacMin accomplished the impossible, Air Transat was confident PacMin could accurately capture the new livery and promote their new image.

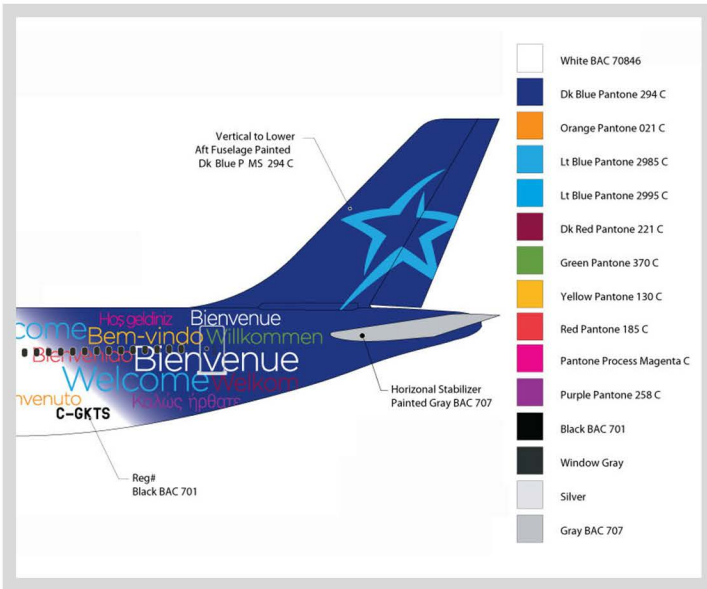
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(Left)
1/100 scale
A330-300
desktop model
(25.2 in / 63.6 cm in
length) with Air
Transat's new livery.

“ We are extremely satisfied with the work provided by PacMin, we gave them a very aggressive time-line for our 25th anniversary activities and they came through with flying colors. ”

GORDON GREENE, VICE PRESIDENT, STRATEGIC PROCUREMENT



(Top) Rendering and Pantone colors for new "welcome" livery.

(Bottom) Close-up of livery design on a 1/100 scale A330-300 desktop model measuring approx. 25.2 in / 63.6 cm in length.

(Far right) 1/50 scale A330-200 exhibit model measuring approx. 45.5 in / 118 cm in length.



(Continued from front page)

With the PacMin's new tooling, the A330 models would be more detailed and accurate. It was equally important that the livery be reproduced with the same dedication and attention to detail.

The greatest concern was that the livery incorporated a fading blue background. The gradient also wrapped completely around the rear of the fuselage, adding to the challenge.

PacMin worked closely with Air Transat to explore different

solutions. After some discussion, hand airbrushing the gradient most accurately represented the aircraft.

The new livery presented unique challenges but PacMin rose to the occasion. PacMin delivered over 900 A330-200 and -300 models that accurately portrayed the aircraft and Air Transat's new visual image. ■



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