

PacMin News

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EVA Air's Hello Kitty challenge

In 2011, EVA Air began talks with Sanrio¹ to create a new, unique flying experience. A year later, EVA Air officially signed an agreement that allowed them to use Hello Kitty (and friends) in five new liveries.

To commemorate the new "Hello Kitty Jets," EVA Air approached PacMin with a special mission: create airplane models that accurately represents EVA Air's brand, Airbus' aircraft and Hello Kitty's image.

Each Hello Kitty livery reflects a different theme and flying experience, complete with Hello Kitty-themed boarding passes and in-flight meals. The new Hello Kitty Jets also represent a co-branded collaboration between EVA Air, Sanrio and Airbus.

Because each company has its own distinct brand, EVA Air needed a partner that could juggle the different viewpoints and accurately represent each company's image and product.

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(Right) 1/50 scale EVA Air A330-200 (approx. 46.5in / 118cm in length) model in "Happy Music" livery.



(Above) Close-up of new tooling.

PacMin Airbus A330 models get new tooling

PacMin is constantly improving itself in order to bring its customers the highest quality airplane models. Earlier this year, PacMin retooled its A330 models. The new tooling offers greater accuracy, detail and better fit. The tools also use robust ABS thermoplastic to reinforce the engines, vertical and horizontal. This ensures the models arrive in excellent condition and are ready to promote your aircraft and brand. Retooled A330-300 and -200 scales include: 1/20, 1/50, 1/100 and 1/200. Other aircraft types in desktop and exhibit scales are available.

¹: Sanrio is the parent company that owns Hello Kitty and a host of other similar mascots.



(Left) 1/100 scale A330-200 (about 23in / 59cm in length) EVA Air model in "Speed Puff" livery.

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To further complicate the situation, the Hello Kitty Jets featured complex livery designs. Each livery also incorporated as many as thirty distinct colors and over ten different Sanrio mascots.

To ensure each color is an exact match and each line is precise, PacMin "creates" each color in-house and prints one color at a time.

Each color is carefully mixed and recorded before sending to PacMin's print shop. There, specially-trained technicians apply one color at a time and print the decals. After a color is printed, PacMin technicians inspect the decals to ensure proper alignment and registration before printing the next color.

The entire process is extensive and elaborate, but the result is bright, remarkable decals that faithfully capture Hello Kitty's image. In fact, the "Speed Puff" livery alone required over 100 hours to render, mix and print!

PacMin overcame EVA Air's challenge and successfully created 1/50 and 1/100 scale A330-200 models featuring complex Hello Kitty liveries.

The models not only accurately represent EVA Air and Hello Kitty's brand, but capture the subtleties of Airbus' aircraft as well. ■



(Above) Computer mock-up of printing process. Each color is printed one at a time to improve accuracy and registration (airplane accents, such as the windows and doors, are also printed separately). The entire printing process took approximately 40 hours.



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