

All-in-one solutions Turkish Airlines



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Turkish Airlines ranks among Europe's fastest-growing carriers. In 2009, it transported 25.1 million passengers, beating the previous year's passenger volume by 20%. And the momentum is unbroken. In 2010, serving 39 domestic and 128 international destinations with a fleet of 149 aircraft, Turkish Airlines began taking delivery of 105 new jets and already has nearly 200 destinations on its route map.

Assignment

In early 2009 at Aircraft Interiors Expo in Hamburg Turkish Airlines asked Lantal to develop its soft furnishing concept. Because of the sheer scope and aggressive timeline, Lantal suggested that Turkish Airlines bring aboard Priestmangoode, one of its long standing partners in such high-intensity ventures.

The project extended across three components: a total corporate identity redesign accompanied by wide-body and narrow-body CI implementation projects. In terms of the soft interior elements, it involved the initial provisioning of 105 new aircraft – Boeing 777s and Airbus A330s – and the refurbish-

ment of the existing fleet of 149 jets with a total of more than 20,000 seats.

Lantal products and services

- Project management, design and engineering services
- Ready-to-fit leather seat covers
- Seat cover fabrics
- Leather headrest, logo embossed
- Tulip-theme laser-cut, pleated curtains
- Class dividers also laser-cut and pleated
- Carpets

Customer experience/benefit

- Smooth process that entailed no red tape whatsoever for Turkish Airlines
- Ambiguous schedule (12 months) was granted
- Comprehensive scope (whole current and future fleet, complete change of corporate identity)
- Complexity solved (different a/c, seats from three different manufacturers and many different models, high variety of article versions etc.)
- As project manager and coordinator, Lantal assured that all items arrived at the right places right on time
- Lantal's Engineering Division developed and certified the laser-cut and pleated curtain from scratch in terms of airworthiness compliance

Flying since 2010.