

NEWS RELEASE

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WORLD-FIRST AIRBUS A380 EVENT TAKES OFF WITH HELP FROM ACCESSPLUS

May 18, 2006 was a seminal moment in British aviation history. The world's largest commercial passenger aircraft - the Airbus A380 - landed at London's Heathrow airport for the first time to mark the official opening of Pier Six at Terminal 3, which has been specifically built to accommodate the huge 555 seat twin-decked plane.

However, none of the dozens of dignitaries (including Chancellor of the Exchequer, Gordon Brown), officials and international press moving through the VIP Arrivals Hall to catch a glimpse of the A380 landing would have been aware of the efforts of BAA, design agency Loewy Group and print management specialists Access Plus in the lead up to the big day. Access Plus was responsible for managing all the event's print requirements, including a number of large format hanging banners and flags in the Arrivals Hall itself.

Says Paul Livings, production director, AccessPlus: "The print management component of the Pier Six Airbus A380 event started back in April with the printing and distribution of personalised invitations to dignitaries, officials and international media. The timescale was very tight so AccessPlus worked closely with BAA's design agency, the Loewy Group and the BAA communications team throughout the project to ensure all print was delivered on time and on budget."

The print portfolio for the event was extensive, from the initial invitations in April right through to lanyards and security passes, managing the press packs for the media, to the production of directional signage, marketing collateral, welcome signs, huge hanging hall and stair banners, flags and even chocolate box labels for the event's 'goodie bag'.

Hannah Calver, production manager, with AccessPlus continues: "This was a major international event in this year's aviation calendar and as such received global interest. So, the ability of everyone involved in the organisation of the day to work together was critical to its success. It was an exciting project for the AccessPlus team to be involved with, and we felt very privileged to be a small part of the huge team that organised this event."

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