

## AIM Altitude

Press pack

Aircraft Interiors Expo 2015

Stand: 5B60

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For immediate release  
14<sup>th</sup> April 2014

### **AIX meets AIM Altitude**

Today, the opening day of the Aircraft Interiors Expo 2015, will provide the first major opportunity for the industry to acquaint itself with AIM Altitude.

At the show, AIM Altitude is exhibiting a concept assembly including a bar, galley and front-row monuments, all within aircraft configuration. Rather than displaying the products it has crafted for particular airlines, AIM Altitude has taken the innovative approach of originating its own design and producing a unique example to demonstrate the company's capabilities.

Richard Bower, Group Commercial Director at AIM Altitude, explains: "We wanted to present new ideas and options, giving our customers the opportunity to see for themselves what is possible in design and engineering terms, without being constrained by existing ideas. We have focussed on concepts that are achievable in the cabin and feasible for the airlines and OEMs. We took the opportunity to illustrate how such designs can work to reinforce an airline's particular brand, delivering both recognition and differentiation."

The concept bar produced by AIM Altitude cleverly manages to create an encapsulated social experience, while still maintaining a feeling of space. A vertically sliding video screen secures bar-top items for take-off and landing but can then be raised to provide open views into the cabin. Acknowledging the importance of the galley area as many passengers' first impression of the on-board experience, the galley combines function and form, with smart, minimalist blinds concealing the working area.

The front row monuments include passenger zones with monitors, work areas and foot cushions; display features; closet units and branding panels - all showing options for illumination and decorative finishes.

With AIM Aviation's acquisition of Altitude Aerospace Interiors at the end of last year, AIX provides the perfect opportunity to show how AIM Altitude is adapting for the future. The concept interior shows how the same is occurring in the design, engineering and manufacture of aircraft interiors.

Visit [www.aimaltitude.com](http://www.aimaltitude.com)

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### **Introducing: AIM Altitude**

AIM Altitude has now been officially launched, following the recent acquisition of Altitude Aerospace Interiors by AIM Aviation. The launch of the new name signifies the merger of the two companies.

AIM Altitude will use the expertise of its teams across the UK and Europe, New Zealand, the Middle East and North America together to provide leading-edge solutions for aircraft interiors.

Mark Edwards, CEO of AIM Altitude, said: “As AIM Altitude we are offering our combined strengths to the airlines and OEMs. We plan to further enhance our reputation, making the name AIM Altitude synonymous with the provision of inspirational design, meticulous engineering and quality craftsmanship.”

Along with the new name, AIM Altitude is also unveiling a new-look website, which may be viewed at: [www.aimaltitude.com](http://www.aimaltitude.com). Customer contacts and telephone numbers will remain unchanged.

The capabilities of AIM Altitude include: striking premium monuments, bars, lounges and sky shops to truly differentiate the airline brand; contemporary galleys, which combine form with function; standard monuments and stowages, made to withstand the demands of air travel; and innovative composites materials. All are crafted to give the highest possible quality and are tested onsite to meet with required aerospace standards. AOG and repair & maintenance services complete the package.

Visit [www.aimaltitude.com](http://www.aimaltitude.com)

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### **New facility for AIM Altitude in Bournemouth**

AIM Altitude is making a significant investment in facilities at its Bournemouth production site. The designer and manufacturer of aerospace cabin interior products is set to consolidate its numerous Bournemouth-based premises into one purpose-built, 160,000 square feet, facility on the Aviation Business Park at Bournemouth Airport.

This progression is part of an overall strategy to provide AIM Altitude with the best possible facilities for all cabin interior requirements and sufficient capacity to meet the company's own plans for growth and those of the commercial aviation market. Additionally, work has now been completed at AIM Altitude's Byfleet site in Surrey, where a major new factory has been built to add capacity to the Galleys Division. AIM Altitude has also recently increased its testing facilities by 70% and invested in a new state-of-the-art panel press at its Composites Division in Waterbeach, Cambridgeshire.

The new facility at Bournemouth will provide AIM Altitude's Cabin Interiors Division with 30% additional capacity, to meet expanding demand for its premium bars and monuments. The facility will incorporate a Customer Zone, allowing the viewing of mock-up interiors and styling options for existing and prospective customers. The office areas will be configured to provide flexible project working and the manufacturing space will be established with lean principles at its heart. A dedicated test facility will complete the capability on offer.

Colin Thornton, Managing Director of the Cabin Interiors Division, comments: "Having the whole team under one roof will further enhance our ability to meet customers' demand for reduced time-to-market and best value. In addition, this exciting project will allow AIM Altitude to have a modern facility in keeping with the high quality of product it supplies."

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### **AIM Altitude completes major factory extension**

AIM Altitude is celebrating the completion of a major new facility extension, built at its Galleys and Stowages division in Byfleet, Surrey.

The state-of-the-art design and production facility, adjacent to its current premises, will add 31,000 square feet of production and testing capability, in support of AIM Altitude's rapid growth in the wide-body galley market. Sufficient capacity will be provided to meet with the company's plans for further future growth.

The new factory was officially opened by the Rt Hon Jonathan Lord, MP for Woking district.

Wayne Ball, General Manager of AIM Altitude's Galleys and Stowages division commented: "We are delighted to have had the opportunity to expand into an adjacent facility, creating a world-class design and manufacturing operation that will enhance the products and services that we provide to our Airline customers and airframe OEMs."

The additional capacity adds to the already significant area of 4,100sqm of existing production facilities at the site. This is over and above AIM Altitude's other facilities for the production of premium cabin interiors and composites.

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High-resolution images are available on request.

1. Concept interior exhibited by AIM Altitude at AIX



2. AIM Altitude's logo



3. AIM Altitude's planned facilities at Bournemouth



4. AIM Altitude's new facilities at Byfleet



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**Notes for editors**

**About AIM Altitude**

AIM Altitude designs, engineers, manufactures, certifies, installs and maintains cabin interiors for the world's major airlines on Airbus, Boeing and military aircraft.

The market-leading services of AIM Altitude include: premium customised monuments, lounges, bars, sky shops, seat modules, galleys and stowages. All are inspirationally designed, meticulously engineered and beautifully crafted. The Composites division of AIM Altitude manufactures exterior and interior components, ceiling and floor panels and provides a composite repair including radomes service.

AIM Altitude is the new name of AIM Aviation and Altitude Aerospace Interiors, which was acquired by AIM Aviation, on 29<sup>th</sup> September 2014. AIM Altitude is a global company headquartered in the UK with bases in New Zealand, the Middle East, and North America. Whilst being a modern, innovative and pioneering company, AIM Altitude still has links to its roots as a small coachworks business, established in the UK in the early 1900s.

[www.aimaltitude.com](http://www.aimaltitude.com)