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AKZONOBEL PAINTS FOR CORAL REEFS

20th July 2018 | Amanda Hein



A global message to save the world's coral reefs is being carried around the globe by an Airbus A380 specially coated by AkzoNobel.

The Mirpuri Foundation initiative involved painting a Hi Fly-owned aircraft with a striking livery depicting coral reefs. One side represents a pristine ocean with healthy marine life, while the other shows a destroyed coral environment.

AkzoNobel created 19 colours for the design, many of which were custom-made, which helps drive home the message that our coral ecosystems will disappear by 2050 if no action is taken.

'We're proud to be involved with the Mirpuri Foundation's Save the Coral Reefs campaign, which aligns so well with our own ambitions to continue lowering our environmental impact,' said Martijn Dieben, AkzoNobel regional sales manager. 'The aircraft makes a strong statement about the importance of creating a sustainable future, and it's good to see our products being used to carry such an important message.'



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