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Commencing from 1st March 2005 Oman Air will take a step further in its product and service enhancement strategy by the introduction of a “new design” range of catering service equipments within its fleet.

The upgrade is a significant step forward and of considerable investment to ensure the latest designs and products are keeping Oman Air on par with its competitors within the region.

Having spent many months in the planning and procurement stages – the introduction of the equipments will commence on 01.03.05 with both Business Class and the Economy Class products online on all network destinations.

Significant differences will be apparent to the frequent flyer, as the total product concept has changed from aspects including the colour, shape, size and design through to different service styles on certain routings.

Oman Air will be only the second airline – world wide to use this new “Swift” design and the only carrier within the Middle East, North Africa and Asian regions.

Taking into account the historic traditions and culture of Oman – the colours used typify these elements:

Green - Luscious vegetation of the costal region and Salalah

Copper brown – The unique hand crafted designs used in utensils, homes (famous Oman Doors, chests and rifles insignia)

Aqua Marine – The perfect shores of Oman and its marine history.

White - The colour of generosity and calm, and treasures of the ocean like pearls.

The Business Class is a blend of simplicity and quality with crisp white linen and modern steel cutlery, complimenting the new lines of the bowl, plates and entrée dish.

With pure white china, the foods supplied are greatly enhanced and the product resembles the quality you expect from a fine dining experience.

Minor details – like a hot chocolate mug, steel cruet sets and new glassware are new touches that make the difference.

An inaugural launch of the products will take place at the In-flight Catering Business Unit at Seeb International Airport on 27th February 2005 with the patronage of senior airline officials, frequent flyers, invited guests and local media.

The introduction comes at an important time for Oman Air with the arrival of a new B737 and expansion into new routings in the Indian Sub continent.