

Servair consolidates its brand strategy and develops a new logo.

Paris, 13 November 2009 – Servair, the leading French airline catering and airline logistics company and the 3rd largest worldwide, is redeploying its brand strategy and today unveils a new, unified visual identity thanks to an updated logo.

The Servair network currently comprises 60 sites across four continents, making Servair the No.1 caterer in France and Africa, and the 3rd largest worldwide. In order to actively develop this network, Servair aims to offer its customers (airlines, airport companies, etc.) an international trademark that is clearer and more accessible.

Drawing on brand equity built up over 40 years of expertise, savoir-faire and human values which are highly renowned throughout the air transport sector, the Servair trademark will from now on be displayed wherever a catering operation exists, either Servair-owned or via investments, partnerships and technical assistance. Servair's other activities will display the same visual identity via a common symbol, the Servair flame.

The Servair flame: where air transport and good service meet

Servair's "new" and modern logo embodies a brand identity based on the values of innovation, reliability, performance and pleasure. The soaring movement of the Servair flame conveys dynamism and sophistication, while emphasising the service quality of our network.

The colours chosen are also full of meaning. Reassuring blue, the symbol of escapism and equilibrium, brings to mind the sky. Red, the colour of expansion, highlights Servair's dynamic and international character. Together, the blue and the red also convey Servair's attachment to French culture; while the typography, chosen for its clarity, simplicity and elegance, further illustrates the spirit of the Servair brand.

"Built on a forty-year-long history and strong human values, Servair is a brand based on gastronomy and quality", says Patrick Alexandre, CEO of Servair. "This new graphic identity stands for what Servair is: a modern and dynamic leader with an efficient and open international network."

The new graphic identity will be rolled out gradually as support media are replaced.

SERVAIR is the leading French airline catering and cleaning company. In 3rd position worldwide with more than 60 sites, with its partners (FFG in the United States, Servair Airchef in Italy, Newrest Servair in Spain) and subsidiaries, SERVAIR offers airlines a range of services that are vital to the air transport sector and for the comfort of passengers. Its requirements, in terms of quality and know-how, have led to SERVAIR becoming a true driving force for its 120 customer companies, helping them to improve their commercial offers to passengers, while scrupulously adhering to the constraints of air transport. Servair has recently announced the signing of a management and engineering contract in Lagos, Nigeria.

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