



PRESS RELEASE

New tableware by Designer Marcel Wanders for KLM World Business Class

Amstelveen, 9 November 2010- KLM Royal Dutch Airlines will begin serving meals on a new service for World Business Class passengers effective 27 March 2011. Leading Dutch designer Marcel Wanders has created porcelain, glassware, cutlery, linen and a tray.

The entire presentation of meals and drinks has been completely renewed to reflect the journey of inspiration KLM strives to offer its passengers. In designing the new service elements, Marcel Wanders has, at the behest of KLM, taken into account the wishes of its customers, the working procedures of cabin crew, as well as environmental considerations.

Typically Dutch

Customers have indicated that they appreciate KLM's typically Dutch character. KLM has therefore decided to embrace this by working with Dutch chefs and designers. Our partnership with Marcel Wanders reflects this philosophy.

Less weight

KLM reduces environmental impact by reducing the weight of the service. The lighter the load on board an aircraft, the less fuel it burns, resulting in lower CO₂ emissions.

"We are proud to offer our World Business Class passengers a fresh, new product. We are investing in this class and are constantly striving to further improve our products and services," says Erik Varwijk, Executive Vice President of KLM Commercial.

"With the introduction of this new service, a longstanding wish of mine has been fulfilled," says Marcel Wanders. "As a frequent flyer with KLM, I found it quite easy to get a feel for the assignment and to bring about a metamorphosis of the

existing service elements. Owing to the ergonomic, technical, economic and logistic guidelines for this design, the new service matches the quality standards of top restaurants.”

For further information

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