



A moment in time from Houssam Safa

Pilots should watch this space

Pilots and business jet customers thinking of buying a new watch should visit luxury goods company Yeslam (1039) and take a look at its Aviator range.

"We're showcasing our range specifically designed for pilots and aviation customers and enthusiasts," says boutiques operations manager Houssam Safa.

The Swiss company deals in luxury accessories such as sunglasses, cufflinks, leather goods, silk foulards, perfumes and a range of watches.

"The Aviator sets itself apart from other watches as it measures the true air speed, making it ideal for pilots," says Safa.

The company's flagship store is in Geneva but has boutiques in Riyadh, Jeddah, Dammam and Mecca.

"The Aviator range is available in gold, rose-gold, platinum or steel. We're happy to show the watches to delegates here at MEBA and make any orders," says Safa.

When life-saving help is at hand

'Expert Care, Everywhere' is the slogan of MedAire (stand 1008), which provides a 24-hour healthcare service for aircraft crew.

"Medical incidents can be frightening wherever you are, but in a remote in-flight environment they can be even more daunting to crew members serving as first responders," says MedAire's Christina Ang. "Medlink provides customers with immediate access to medical experts, which makes treatment by crew or flight diversion a lot easier, allowing people to focus on what is important - flying the aircraft and ensuring the safety of passengers."

MedAire has managed thousands of remote medical situations through the service which uses emergency response physicians based within the emergency department of a regional medical centre in Phoenix, Arizona.

"If you're on a flight over Africa, for example, and there is a medical emergency on board, all the crew need to do is call the centre and tell the specialist the medical problem and the location and we will have a doctor on the line to you almost straight away," says Ang.

"If the aircraft needs to be diverted we will ask the pilot which airport is closest and we will find out the safety and medical requirements within that city and organise a medical team on the ground for aircraft arrival. If the airport is in a danger zone area, we will find the next closest and safest city."

MedAire also provides hangar safety training and advanced medical training for crews, which includes using the medical equipment provided by the company.



What a life saver with Christina Ang

"We are at MEBA to highlight to the business jet market the importance of our service," says Ang. "MedAire is really great peace of mind for regular business jet travellers and has been proven to save lives."

Tanks for the coffee!

Manufacturer and supplier of electrical galley inserts, Iacobucci HF Electronics (stand 445), is showing off its new two-litre external water tank at MEBA for the first time.

The Italian company specializes in galley inserts such as coffee and espresso machines for commercial and business aviation. This new product is primarily



Alessandra Testa makes a splash

aimed at the business jet market.

"We have found that many of our customers

prefer to use bottled water now and are installing our system," says Nicola Venchierutti, head of sales for the business aviation sector.

"They bring their own bottled water on board and fill up the tank, ensuring that their water is clean and their coffee tastes good."

According to sales manager Alessandra Testa even Boeing Business Jet customers are requesting the tank. She says: "Executive jet operators who travel globally might need bottled water for their coffee machines at any time."

Delta's designs on Middle East

Delta Interior Design (stand: 1022) is highlighting its new aircraft interior designs for the Middle East market here at MEBA.

The Italian company, located near Milan's Linate airport, specialises in interior design, refurbishment and modifications for business aircraft.

Director Matteo Bulletti describes the patterns as: "A blend of traditional Arab flavour, with modern Italian style, consisting of white-and-black and white-and-gold colours, giving a feel of lightness and cleanliness on aircraft walls."

He adds: "They are suited to this market as customers in the region like rich colours."

The company is also displaying newly-designed cabinets and seats made with new materials, as well as silk carpets, popular with customers to the region.

"We receive many requests for specific and, at times, unusual designs, and we are delighted to oblige. We are specialists within aviation interior design and know what is expected," says Bulletti.

The company has three hand-paint artists working in aircraft galleys on intricate designs, which make them unique to the usual veneer used within aircraft. "We include 3D, where the artists work with shadows and light," says Bulletti.

The company's advanced 3D theatre allows its VIP customers to navigate throughout a new cabin design, offering them a preview of what it will look like before changes are implemented.



Kris Tufenkjian cleans up!

Taking a shine to Granitize

One company that has a polished presentation for visitors is Granitize Aviation International (stand 341), which is displaying a range of its aircraft cleaning and protector products

"One of our most popular product ranges is Xzilon," says Kris Tufenkjian, the official distributor of the product for the Middle East. "It was developed for that part of the aviation industry that uses molecular adhesion to prevent parasitic drag, to extend paint life and to

prevent corrosion on polished and unpolished metal surfaces.

"Keeping the exterior, as well as the interior, appearance of your aircraft in top shape is a necessity," says Tufenkjian.

Other Xzilon products to help maintain aircraft include the XRE-1 Racer's Edge Aviation Polish, which polishes, cleans and maintains the operator's airframe for 'the wet look'; XE-3 Zero VOC Degreaser Concentrate, which is a strong wipe-down solution for those hard-

to-clean fuselage areas; and the XC-11 Aviation Spray and Shine Cleaner-Color Brightener, which is a high-lubricity formula removing and lifting dirt and leaving a high gloss look.

The Californian based company has developed a complete line of cleaners, coatings and protectants that have been tested and certified to the standards of the aviation industry. "We're here at MEBA to extend our customer database within this region," says Tufenkjian.



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