



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER ™

Amenity Kit Bag
Business and Economy Class

1. Scope – All Items

SAA is herewith procuring Business Class and Economy Class amenity kits for a defined short period covering supply for the next 10 months (April 2022 to January 2023), whilst SAA work on the design for amenity kits which will cover the next 3 to 5 years.

This specification covers the materials and requirements for the Business and Economy Class Amenity Kit bag for South African Airways, with inner contents (as detailed below).

2. Design and brand overview

In line with SAA's vision to be Africa's World Class Airline, it is an important requirement for the airline that customers connect with the brand in a personal, relevant and memorable manner. Any product on SAA flight need not only be practical, comfortable, functional, and durable but also be industry trendy to represent the brand proudly. To that end, we have created distinct SAA brand assets that can be used to tell a story at every single touch point. They work together to tell a story for the customer whenever they engage with our brand. This makes for a highly differentiated and coherent SAA brand experience.

The principle of 90/10

The 90/10 principle is a method to enhance differentiated elements into the design of the amenity kits. When looking at the African landscape, Africa has abundant and vast open spaces – 90% of the landscape is “the same” but a 10% stands out. SAA needs to own certain elements along the customer journey to provide passengers with a differentiated and experiential 10 % of something new and exciting. The 90/10 principle works with the idea that 90% of the space of the amenity kit should be treated as a neutral space – and then when you least expect it there is a hint of colour or the SAA pattern. 10% of unexpected or wow factor (the 10% should still capture the spirit of African luxury). The 10 % should represent small contrasting details that passengers do not expect from SAA and that will delight them through their journey with the airline.

The SAA logo

The SAA logo is our most valuable asset. It is a symbol of our pride and represents everything that we stand for. The application of our logo has been determined by a

defined set of rules. Every rule and dimension has been carefully worked out and specified to ensure that our brand is consistent, proud and impactful at all times.

Masterbrand Logo



The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase ‘o’ in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand. The minimum space surrounding the SAA logo is called the ‘clear space’ or ‘area of isolation’, which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.

Masterbrand Logo - Special Application

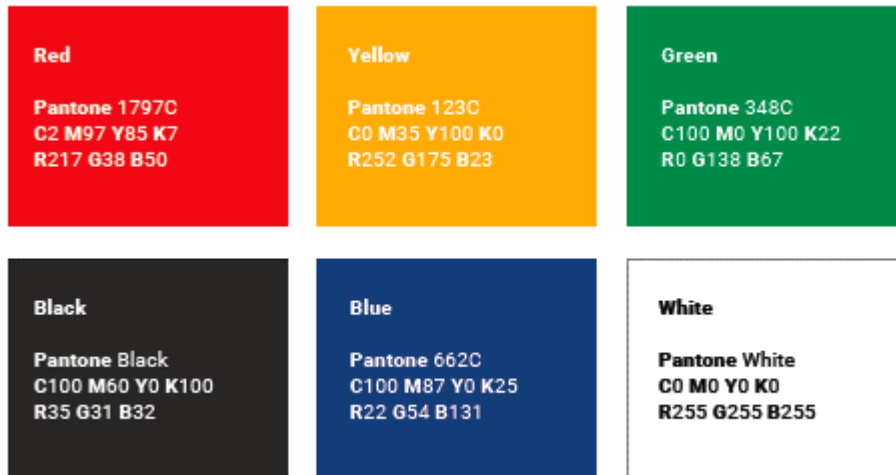


The tail device can be applied without the SAA wordmark on special applications.

The SAA colour palette

The SAA colours are a proud part of our look and feel. For many people this will be their first impression of SAA and what we stand for. That’s why it’s important to use our exact colour palette at all times. Please note that there are various different colour palettes for SAA (see below).

Logo Colour Palette



Visual Language Colour Palette



Primary Colours - the tail device predominantly has these two versions of blues.

Secondary Colour - the colour yellow is used as an accent colour on the layout.

The SAA Pattern

Our decorative pattern is hand-drawn, authentic and uniquely African in character. The design uses the colours of the SAA Tail with a warm South African and proud SAA influence. The use of the pattern juxtaposes the clean lines of our visual language as 10% in the 90/10 principle, which means it is always applied as an unexpected element of surprise. The SAA pattern application principle follows the 90/10 rule. It is used as an accent or highlight of colour, with the remaining 90% of the layout or space consisting of clear 'wide-open' space – which accommodates the SAA gold gradient, text, etc.

PATTERN VARIATIONS

Our pattern has been created in various colour versions for flexibility of application. Where the full colour pattern cannot be applied, a reduced colour version is applied. We also have one colour versions and A320 specific patterns.

SAA Premium Gold pattern



SAA Dark Gold pattern



Full colour SAA pattern

ONE COLOUR PATTERNS

Our one colour patterns are primarily used in Voyager applications. Do not add colours or use the pattern in a way that would create confusion for our audience.

SAA Green one colour pattern



SAA Ochre one colour pattern



SAA Blue one colour pattern



SAA Red one colour pattern



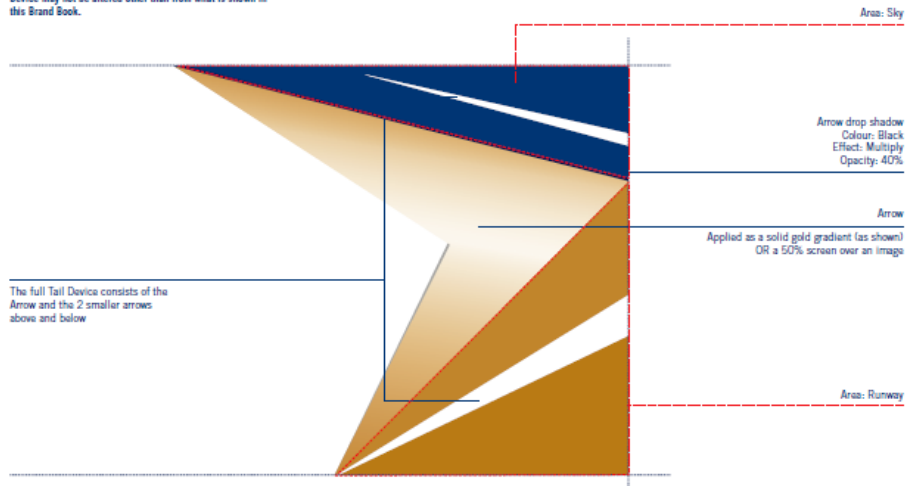
SAA Black one colour pattern

SAA Cream one colour pattern



TAIL DEVICE ELEMENTS

The Tail Device is a pivotal brand asset and its use across our applications must be consistent and impactful. The Tail Device may not be altered other than from what is shown in this Brand Book.



The SAA Brand & Value Proposition:

It is critical for SAA that we build a globally consistent, differentiated product that links strongly to our brand image to ensure SAA is a preferred carrier in the market place. Economy Class Amenity Kit bags are provided to our Economy Class customers to enhance the comfort and luxury of their journey, and are an important aspect of building brand loyalty with these valuable customers.

These Amenity Kits are an important way of how most airlines differentiate themselves from their competitors, it is often an important touch point for airlines to open up a dialogue with their passengers and each bag tells a new story about the airline/brand.

SAA is a member of the Star Alliance:

SAA is a proud member of the Star Alliance network, the largest Global Branded Alliance on earth established in 1997 as the first truly global alliance to offer customers worldwide reach and a smooth travel experience.

Skytrax:

Skytrax Research Audits are conducted every year to provide each of the participating airlines with a detailed analysis of the different front-line product and service areas. In addition, these audits are the basis for the competitive performance analysis (annual rankings).

Since 2002 SAA has participated in these assessments. It is very important for SAA to keep top rankings. The quality of cosmetic products offered to business passengers are rated as part of this audit.

A. Premium Class amenity kit specifications:

Premium Class design proposals to incorporate brand guidelines:

- a. SAA logo.
 - b. SAA pattern, if possible to incorporate in the design on a short leadtime.
 - The SAA pattern can be proposed as printed single colour inside lining;
 - OR
 - A plain lining can be proposed
 - Alternative creative solution for use of pattern can be made or creative solutions without use of pattern
- Actual bag, suitable for both male and female travellers (unisex). Range of shapes can be proposed. Simplicity and stylishness is preferred, rather than a bag with separate pockets or hooks. Innovative designs in line with SAA brand to be submitted or an off the shelf solution with the application of the SAA logo, considering the product is required at short notice.
 - Material of bag: synthetic, textile or similar
 - Colour of bag: in line with brand guidelines but the main bag colour should be of medium or dark shade.
 - The colour of bag and contents need to be colour matched;
 - Bag to adhere approximately to following maximum dimensions:
 - Length: 240mm
 - Height: 170mm
 - Depth: 120mm
 - The bag with its content needs to be packed in a plain unprinted polywrap,
 - Each element inside the bag has to be polywrapped and sealed, except for the socks,
 - Closing mechanism could be a good quality zipper with branded zipperhead (if possible considering short leadtimes); or could be similar closing mechanisms i.e. stud, magnetic etc. Zipperhead should be of good quality and should not come off easily in operation.
 - Good quality socks with minimum length of 50 cm; option of anti slip print; grammage of socks: 40g
 - Slumber shades: appropriate business class quality with soft cotton backing on eye side and thick elastic eyeshade band, adjustable to variable size; colour of slumber shades needs to be dark

- Toothbrush and branded toothpaste (5ml). Toothbrush to be a one piece with good quality bristles, toothpaste must be a well known brand familiar to the passengers and sealed at the opening;
- Brush/comb combination, fold up type; polywrapped
- Ear plugs of airline approved quality, packed in a casing
- Skin care products can be offered as part of the kit. There are 2 skin care products: 10 or 15ml moisturiser and a 5ml lipbalm. Cosmetics have to be a local or internationally recognised brand. Co-branding with a well recognised cosmetic brand can be considered.

Packaging for moisturiser 10 or 15 ml and 5ml lip balm:

- Material for tubes holding moisturiser/lip balm has to be plastic low density polyethylene (LDPE), must be suitable and approved for cosmetic products, must be recyclable.
- In general environmental friendly materials to be used.
- Material can be tubs as well of which material needs to be suitable and approved for cosmetics.
- Tubes or tubs to be sealed at opening.

Ingredients:

- Products have to be hypo allergenic and may not be tested on animals, nor contain any animal derivatives.
- Must be suitable for both male and female passenger
- Proven successes in the brand cosmetic environment
- Must be a well-recognised brand as requested by the airline auditor authority Skytrax so that SAA can retain its 4 star rating or increase to 5 star.
- Very subtle fragrance, which may not be overwhelming at all
- Suitable for all religions
- Manufactured in an approved facility with the associated quality approved certification (SABS or similar)
- Environmental and technical accreditations
 - The manufacturing facility where the packaging products are made to have the appropriate ISO certifications
 - The manufacturing facility where the ingredients of the proposed products are made to have the appropriate ISO certifications

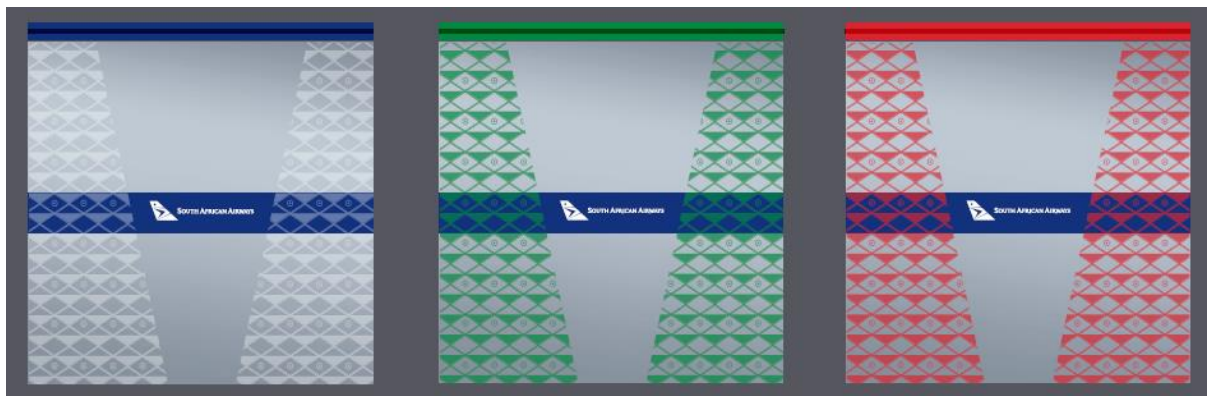
- Proof of stringent environmental policies that cover research & development, packaging, sourcing of ingredients, production process, energy usage and disposal of waste
2. The design of bag and content has to be refreshed on an annual basis (over a 3 year contract, this is in effect 3 different bag types): please provide at least 6 concepts on paper. If the vendor is shortlisted then the preferred designs will be communicated for actual sample manufacturing;
 3. Please provide itemised pricing;

A. Specification: Amenity Kit Bags for Economy Class Customers

The below design was previously produced for SAA.

The bidder can propose similar sized bags with just the SAA logo as the leadtime needs to be very short i.e. 20 days from PO.

Design



Item – Year 1 Bag	Description
Design - proposed	As detailed above. The design to be reproduced in 3 colours at equal quantity, to be delivered at the same time.
Material detail - proposed	Material: Plastic Grammage: 75 microns Closing mechanism: zip-lock Sealing of sides: Heat sealed, with no sharp edges
Colour	Design version 1 (Blue): Pantone 662C Design version 2 (Green): Pantone 348C Design version 3 (Red): Pantone 1797C Dark grey for all above designs: Pantone 424C
Dimensions of bag	These dimensions must not be exceeded: Bag:

	Height: 155mm Width: 130mm
Inner content list	List of items: <ul style="list-style-type: none"> • Socks (minimum length of 50cm) • Slumber shades • Toothbrush and toothpaste packed in a polywrap
Inner content details	Colour of the inner contents needs to match the bag. Socks: Good quality socks with minimum length of 50cm; Colour Pantones to match the outer bag colours. Mix of 3 colours for Year 1 design: Blue Pantone 662C, Green Pantone 348C, Red Pantone 1797C. Slumber shades: polyester shades, colour of edging to match the outer bag colours, mix of 3 colours Blue Pantone 662C, Green Pantone 348C, Red Pantone 1797C), standard elastic bands. Toothbrush and branded toothpaste: Toothpaste (5ml) must be good quality; toothpaste to be sealed at opening. Transparent colour for toothbrush is preferred. [see images below for further detail]
Packaging	The bag with its content needs to be packed in a plain unprinted polywrap.
Manufacturing standards	The bag and its contents must be manufactured in an approved facility with the associated manufacturing quality approved certification (SABS, ISO or similar).

Inner Contents Details Sheet

For further information please review the details below regarding the inner contents which SAA is currently procuring.

Item and Image	Dimensions
Eye shades Front:	Length: 18cm (180mm) Height: approx. 8.5 cm to 9 cm (85 to 90mm) Front material: polyester with design edging included



Back material: polyester with design edging included

Straps: standard elastic straps

Back:



Toothbrush and toothpaste:

Toothbrush and toothpaste poly-wrapped



Toothbrush (unassembled) and toothpaste

Toothbrush:

Length unassembled: approx. 10cm (100mm)

Length assembled: 15.5cm to 16cm (155mm to 160mm)

Width: approx. 2cm (20mm)

Items must be poly-wrapped together

Toothpaste:

Volume of toothpaste: 5ml



Toothbrush (assembled) and toothpaste



Brand: Toothpaste must be good quality
Seal: Toothpaste must be sealed at the opening

Socks



Length: 50cm minimum
Colour: dark shades only will be accepted

PACKING AND MARKING OF PACKAGING

The Amenity Kits shall be:

- ◆ delivered in a commercially dry condition
- ◆ so packed that they will not be damaged in transit or in storage
- ◆ unless otherwise specified in the order or contract, acceptably packed in units of 4000pm for PC and 17000pm YC and then packed for transportation in bulk containers

Delivery and Price

- ◆ The price per item must be DAP Johannesburg SAA Warehouse
- ◆ All prices are inclusive of all packaging and transport cost
- ◆ The supplier must indicate the rotation of each item
- ◆ Stock must be delivered on treated 4 way entry pallets dimensions 1.2m x 1.0m.
 - (As per the Government Gazette 5 March 2004 notice 319 of 2004... as amended.)
- ◆ Products need to be packed properly so as to reach SAA warehouse in a condition that is free from defects and allows for storage in SAA stores
- ◆ Each pallet shall be strengthened on all four corners to ensure safe transportation of products
- ◆ Products Case Packing details(label on top and side of the case) with below info:
 - SAA Code (consist of SA & 4 digit to be advised on award)
 - Description of the content
 - Case qty
 - PO number

Ordering of Stock

- ◆ The ordering of the annual estimated quantities indicated above is driven by the usage rate. A rolling schedule based on usage rate is therefore used for the ordering of stock, which may vary from month to month with the scale of operations.
- ◆ The supplier is required to keep minimum buffer stock of the lesser of 15% or 4wks of the annual forecasted qty.

Additional marking

When so required by South African Airways, the Amenity Kit bag items to bear information additional to that specified above.

APPROVAL & SIGN OFF ON ABOVE SPECIFICATION

Business Unit	Name	Title	Signature
Product	Ayanda Toti	Specialist In Flight Product	<i>ayandatoti</i> 30/03/23
Product	Myriam Bracke	Lead Product	<i>M Bracke</i> 30 MAR 23
In flight Services	Nthangeni Ndou	Specialist Catering logistics	<i>Nthangeni Ndou</i> 30/03/2023
In flight Services	Shaun Pillay	Lead In Flight Services	<i>Shaun Pillay</i> 30/03/23