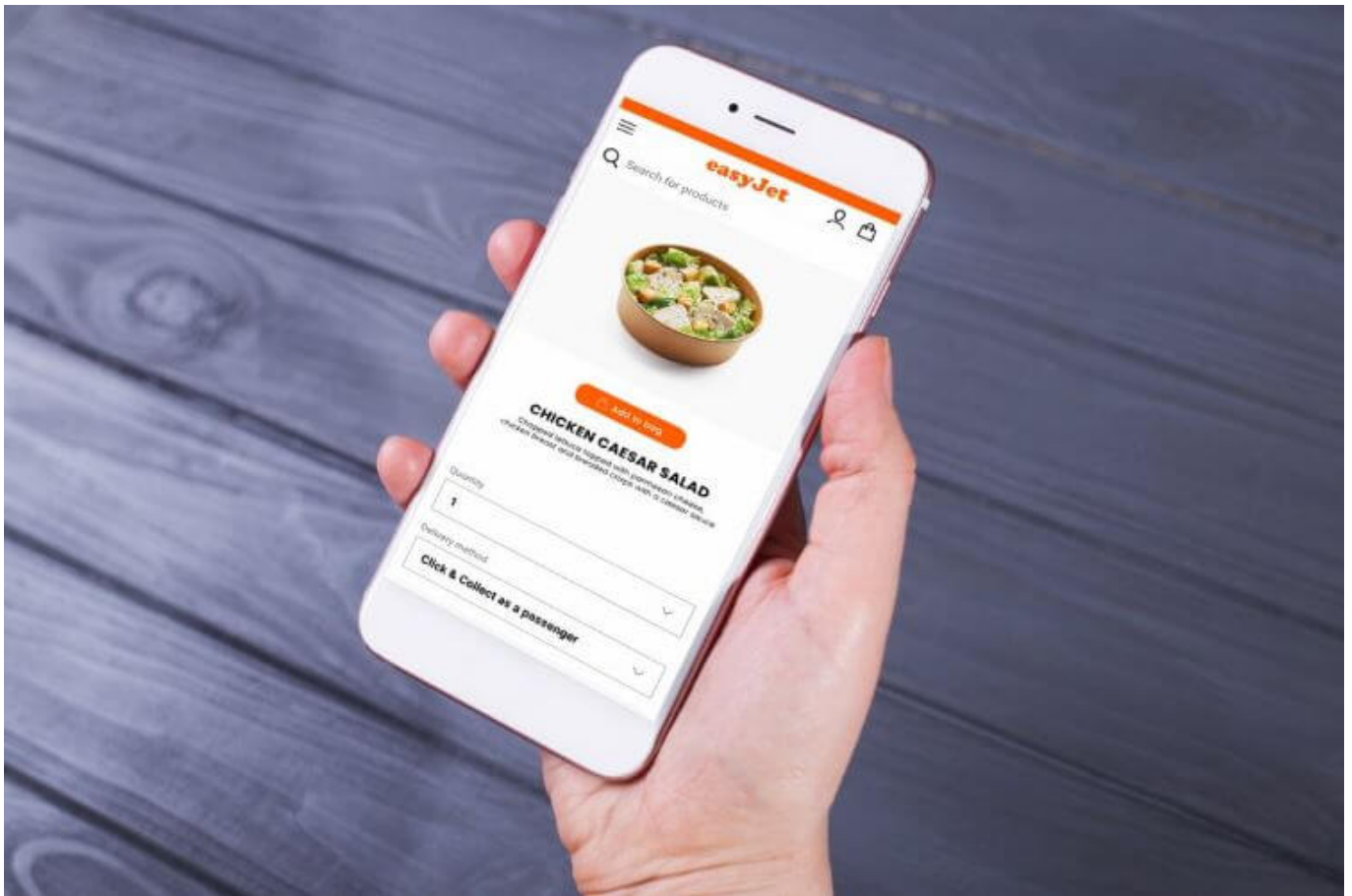


Omnevo chosen as easyJet's inflight retail partner



Omnevo will work closely with dnata and Retail inMotion for the easyJet partnership

[easyJet](#) is announcing [Omnevo](#) as its partner for ancillary e-commerce. The partnership aims to transform the inflight retail experience, offering passengers a seamless and user-friendly platform to enhance their travel journey.

"Omnevo's cutting-edge e-commerce technology and expertise in the ancillary space will help us to enhance our customer experience and revenue streams," said June Fisher, Head of Inflight Retail Partner Management at easyJet, said in a June 6 press release. "We are confident that this partnership will bring significant benefits to both our passengers and our business."

Under the agreement, Omnevo will introduce an innovative pre-order and pre-select system for easyJet's "Eat, Drink Shop & Duty-Free" range. This initial phase is set to be launched in the Fall, allowing passengers to conveniently access a wide array of products and services.

The collaboration also envisions expanding the ancillary offerings to include destination experiences, home delivery and a comprehensive retail content marketplace.

In the same release, Simon Cox, Director of Inflight Retail at easyJet, added, "Omnevo's ability to work with a variety of clients with different operational needs was a key factor in our decision to partner with them. We believe that their unique approach to digital retailing will help us to meet the needs of our customers and continue to drive our business forward."

To ensure the success of this ambitious venture, Omnevo will closely collaborate with [dnata](#) and [Retail inMotion](#), leveraging their expertise in digital marketplace solutions and inflight retail operations. By harnessing Omnevo's leading e-commerce suite, easyJet aims to elevate its digital ancillary selling capabilities, providing premium passenger experiences.

"We're delighted to welcome easyJet. They are well-positioned to leverage the current recovery," said Paul Bilham, Omnevo's VP of Sales, in the same press release. "We're witnessing compelling signs of the market's resurgence, with strong momentum, and it's encouraging to see more airlines like easyJet embracing collaborations that seamlessly integrate with their existing systems."