



# New Atlas Trading Co., Ltd

“Specialist OS&E partner for luxury Hospitality Projects”



## Overview – Who we are

# Specialist OS&E Partner for Pre-Opening & Operational Luxury Hospitality Projects

Established in 2012, based in Bangkok, Thailand.  
Serving luxury hospitality projects across Thailand, Southeast Asia & The Maldives.

Led by hands-on management and supported by a dedicated team of eight professionals, we oversee projects from global sourcing to final site delivery.



**Veera Sachdev**  
Managing Director



**Vinny Sethichaiyen**  
Director of Operations

# What We Cover

Single Source OS&E Coverage across all hotel operations

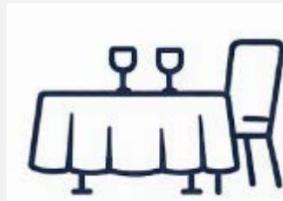
Tabletop & Dining



Buffet & Presentation



Banquet & F&B Furniture



Kitchen & BOH Systems



Guestroom OS&E



Service & FOH equipment



# How We Support Projects

## BOQ Coverage

- BOQ Review & Brand Alignment
- Sampling, mock-up & technical coordination

## Global Sourcing

- International supplier network
- Brand optimized alternatives & value engineering

## Import & Delivery

- Consolidated global shipment management
- Thai import clearance, site delivery & after-sales support



**Tabletop & Dining**

## Porcelain & Chinaware Collections

- Fine Porcelain & Premium Bone China
- Contemporary Stoneware & Artisan Finishes
- Signature Show & Presentation Plates

### Concept & Custom Programs

- Custom Shapes
- Glaze & Rim Color programs

#### Featured Brands



## Flatware & Buffet Cutlery

### Signature Flatware

- Premium Stainless Steel Collections
- Designer Finishes & PVD coatings
- Engraving & Personalization

### Service & Buffet Cutlery

- Carving & Serving Sets
- Service Utensils

*Available as coordinated, multi brand tabletop packages*



# Tabletop Styling & Dining Accessories

## F&B Linen & Textile

- Custom Napkins & Tablecloths
- Chair Covers & Banquet Linen

## Ambient Table Lighting

- Designer Table Lamps
- Rechargeable & Cordless Lighting

## Tabletop Accessories

- Placemats
- Condiment Sets

*Available as coordinated, multi brand tabletop packages*



# F&B Bar & Beverage Service

## Barware

- Cocktail Tools & Mixology Equipment

## Glassware

- Wine, Champagne & Specialty Glassware
- Unbreakable Glassware
- Coffee & Tea Service
- Beverage Accessories





**Buffet & Banquet  
Experience**

# Banquet & Live Service Systems

## Banquet Stations

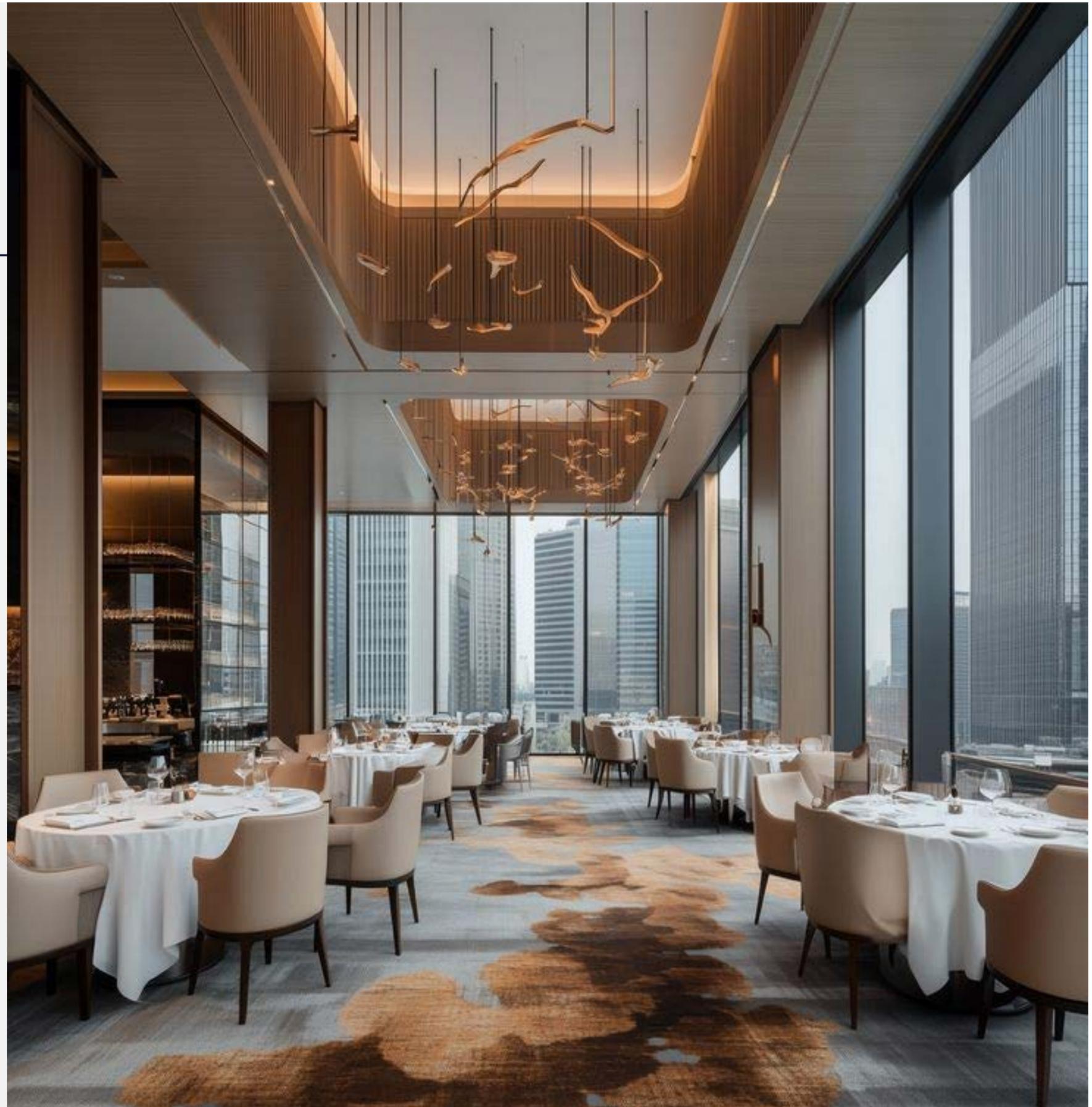
- Foldable Banquet Stations
- Live Cooking Stations
- Modular Stations
- Mobile Bar
- Cocktail Tables
- Nesting Tables
- Coffee Cabinets
- Beverage Stations



# Banquet Furniture

## Banquet Furniture

- Banquet Chairs & Tables
- Meeting & Conference Tables
- Podium & Staging Systems
- Dance Floors & Modular Platform



# Buffet Displays & Presentation

## Designing elevated buffet presentation experiences

- Buffet Risers
- Decorative Buffet displays
- Tea Stands & tiered presentation
- Beverage & Cereal Dispensers
- Tabletop display Elements



# Buffet Serviceware & Culinary Presentation

## Signature professional cookware

- Chafing Dishes
- Copper & Cast Iron signature Cookware
- Casseroles & Sauté Pans





**Kitchen & Back of House Equipment**

# Professional Kitchen Equipment

## Kitchen Heat & Holding Systems

- Heat Lamps
- Food Warmers & Bain Maries
- Countertop Cooking Equipment

## Specialty Kitchen Appliances

- Commercial Blenders
- Performance Mixers
- Food Prep Equipment



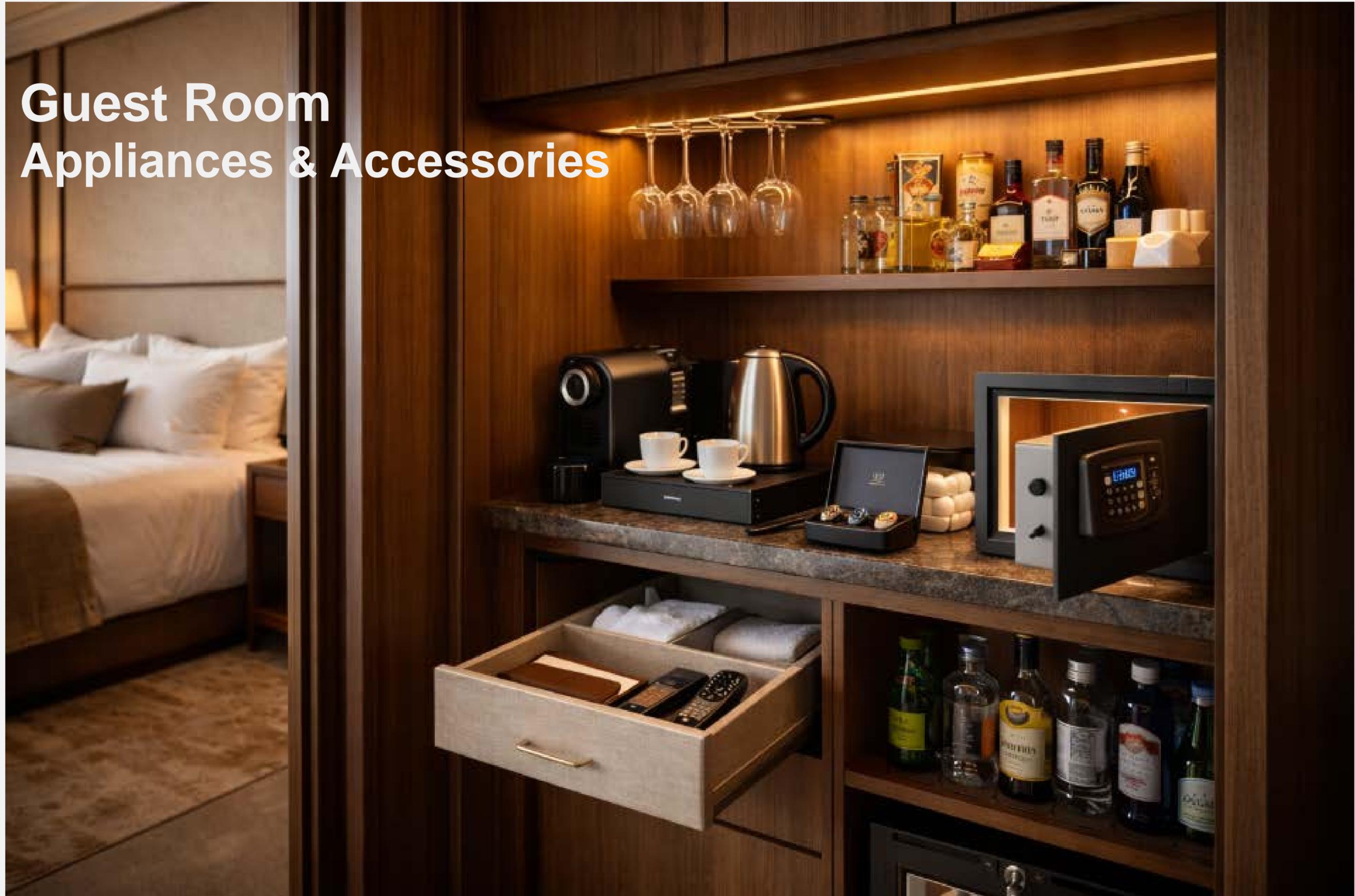
# Back of House Storage & Transport Systems

## Storage & Transport

- Kitchen & IRD Trolleys
- GN Pans & Transport
- Storage Containers & Food Boxes
- Wash & Glass Racks



# Guest Room Appliances & Accessories



# Guestroom Appliances

## Appliances

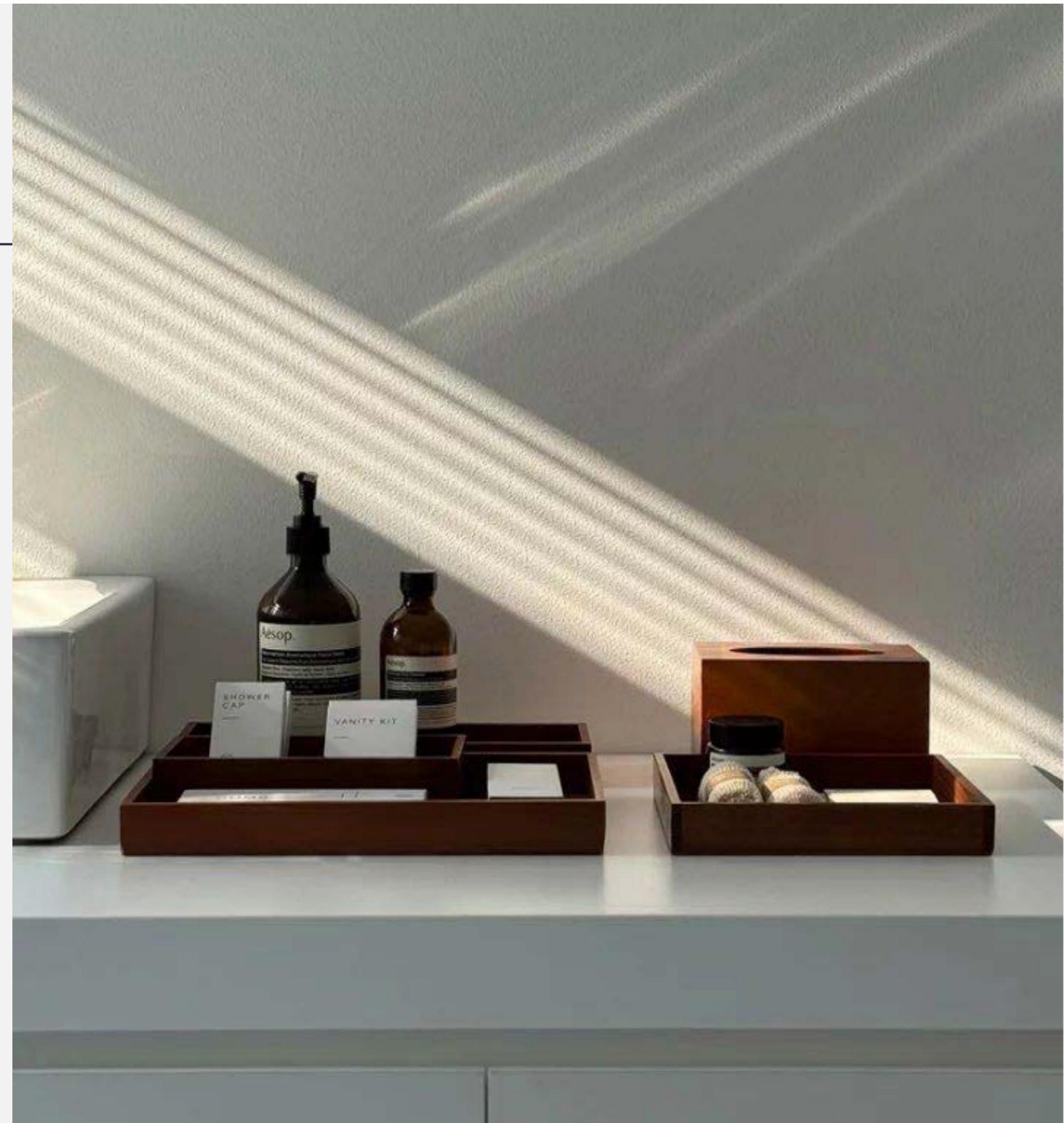
- Minibars
- Safes
- Kettles & Hair Dryers
- Coffee Machine
- Alarm Clocks
- Ironing & Steamers
- Shaving & LED Mirrors
- Weighing Scales



# Guestroom Accessories

## Guest Room Accessories

- Hangers, Luggage Racks & Wardrobe Systems
- Tissue Boxes, Amenity Trays & Vanity Sets
- Compendiums & In-Room Dining Folders
- Specialty Amenities (Kids & Pet Programs)



# Hotel Service & Operation Equipment

## Service Area

- Luggage & Service Trolleys
- Housekeeping carts
- In-Room Dining carts
- Signage & Service Accessories
- Waste & Recycling Bins



# Strategic Brand Representation & Distribution

## Guestroom

PALATINO  
HOSPITALITY

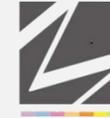
Oliver Hemming

aoiga

TONNEY 唐年

EASTON  
Hospitality solution

Homtime



## Tabletop & F&B

RAK  
PORCELAIN

COSTA NOVA  
PORTUGAL

Mauviel 1830®

INSIGHT  
CORDLESS LIGHTING

VOLTRA

hering berlin

silikomart®

Cutipol  
PORTUGAL

DRINIQUE

Jinglao

urbanbar

koziol  
Made in Germany

Salma Kahn®

PEUGEOT  
FRANCE

Chocolate World®

LAVA®

JOHN JENKINS  
ESTABLISHED 1901

## Kitchen & BOH Systems

ScanBox  
Bringing your food with care

CAMBRO  
MANUFACTURING COMPANY

Hatco  
CORPORATION

JIWINS®

## Banquet & Buffet

UNIQUE VISION®

KINGMEZ  
1992

## Service & Specialty

UMAN®

SUITMATE  
SWIMSUIT WATER EXTRACTOR

Access our complete OS&E Brand Portfolio across all hotel departments

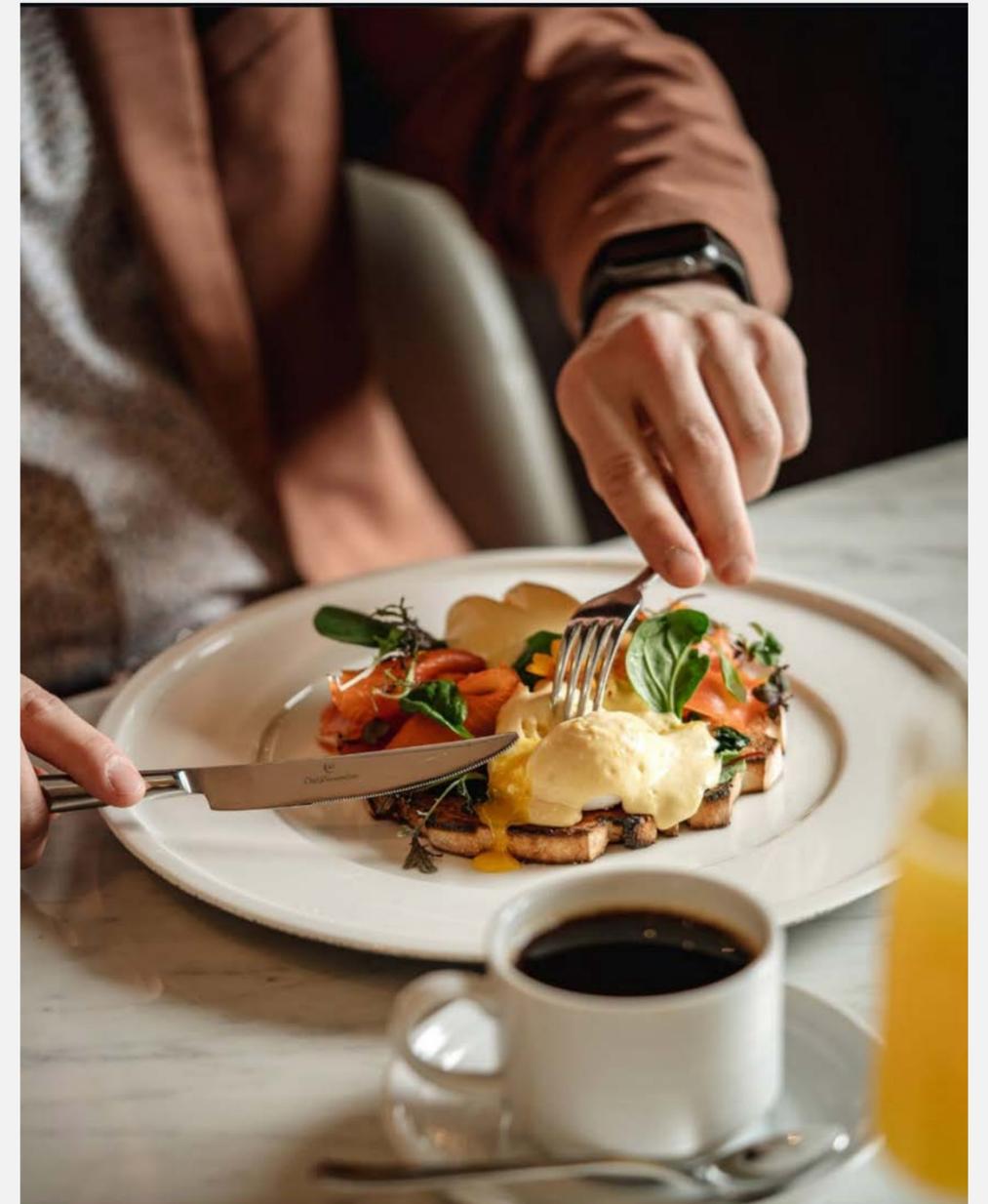
Explore Our Digital Catalogue Library →



## Official Distribution – RAK Porcelain

### Why RAK

- Extensive Restaurant & banquet collections
- Custom shapes, glaze & rim programs
- Dubai Stock hub for project & replenishment support



## Official Distributor - Premium Culinary & Design Brands



Samples available at Bangkok Showroom upon request

## Official Distribution – HATCO & CAMBRO (USA)



Factory backed heat, holding & finishing systems with direct U.S technical coordination.



Professional BOH storage, transport & workflow systems supported by U.S factory partnership

# Why New Atlas

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## **Complete OS&E Coverage**

Solutions across Guestroom , F&B , Banquets , Kitchen & hotel operations

## **Luxury Hospitality Focus**

Trusted by international hotel groups with 100+ projects delivered.

## **Structured End-to-End Execution**

From global sourcing and BOQ support to import clearance and final site delivery.

## **Global Brand Network**

Strategic supplier partnerships across Europe, USA & Asia.

## **Regional Project Expertise**

Local Coordination, after sales service and long term replenishment programs.

# OUR CLIENTS

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ĀMAN

ROSEWOOD  
HOTEL GROUP

Marriott

ANDAZ  
HOTELS & RESORTS

MELIÀ  
HOTELS & RESORTS

AVANI  
Hotels & Resorts

MANDARIN ORIENTAL  
THE HOTEL GROUP

THE RITZ-CARLTON

SHANGRI-LA  
HOTELS and RESORTS

FOUR SEASONS

KIMPTON  
HOTELS & RESTAURANTS

ANANTARA  
HOTELS & RESORTS

ST REGIS  
HOTELS & RESORTS

ACCOR

ASSET WORLD  
CORPORATION

FRASERS  
HOSPITALITY

MINOR  
INTERNATIONAL

Dusit  
INTERNATIONAL

CENTARA  
HOTELS & RESORTS

THE PENINSULA  
HOTELS

Fairmont  
HOTELS & RESORTS



NEW ATLAS

## OS&E Projects



# OS&E Project Capabilities

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## Pre-opening & Advisory

- BOQ review & Assistance
- Brand Comparisons & Value Engineering
- Sampling & Mock up coordination with suppliers

## Procurement & fulfilment

- Consolidated Order & Shipments
- Local coordination & delivery support
- After Sales : Replenishment & Re-order Support



## Project Highlight – MARRIOTT KHAOLAK BEACH RESORT & SPA (2024)

*OS&E supply chain support for pre-opening.*

Scope:

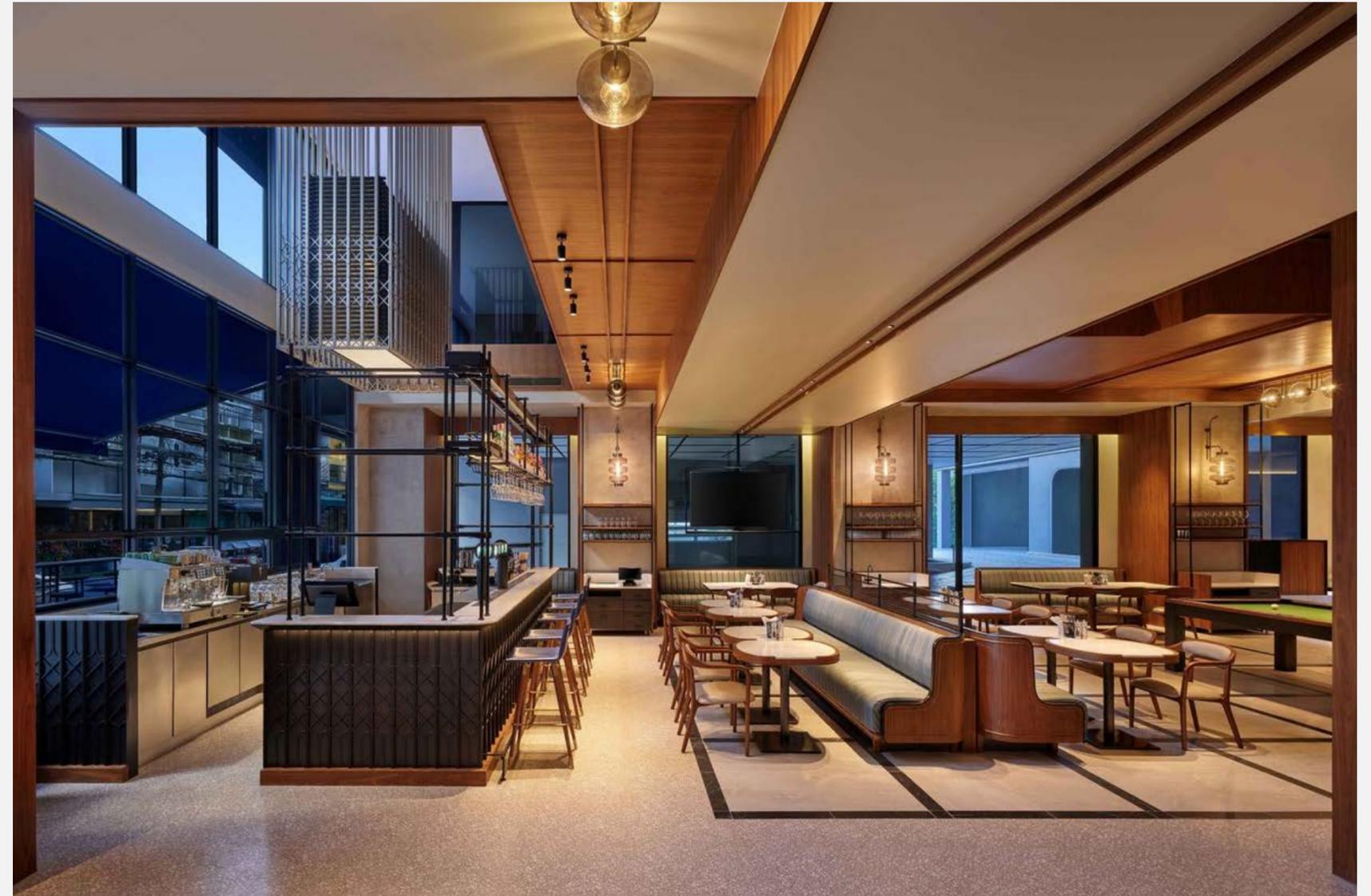
- Complete Buffet & Banquet Systems
- Kitchen Back-of-House Equipment
- F&B Tabletop & Linen
- FOH & Service Equipment



## Project highlight – Four Points by Sheraton Sukhumvit 22 (2025)

### Project Scope

- F&B & Tabletop Program
- Professional Kitchen & back of house systems
- Front of House service equipment & carts
- Barware , Chinaware, Flatware collections



# Featured Project – Mandarin Oriental (2025)

## 150<sup>th</sup> Anniversary Celebration – Flagship Event Execution

- The China house
- Lord Jim's
- Le Normandie
- Banquet & Event Spaces



Scope :  
Luxury Tabletop & Signature Porcelain Collections  
Custom Buffet Stations : Design & Supply  
Multi Brand Procurement & Delivery

Coordinated Brand Execution



VOLTRA



Jacques Fargery



GRAVNER

Seccaldi

# Guestroom Project Highlight – Sofitel Phokeethra Krabi 2025

## Complete Guest Room OS&E program

- In-room appliances including Minibars, Hairdryers & Vanity Mirrors
- Curated Guestroom accessories aligned with Accor Brand standards



# CONTACT US

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