



DHL celebrates 50th anniversary with collection of tech accessories

- **New CASETiFY collection introduces special edition designs for a large range of popular tech devices such as smartphones and watches**

Bonn/Hong Kong, October 16, 2019: To celebrate its 50-year legacy as the leading international express service provider, DHL is teaming up with CASETiFY to launch a special collection of tech accessories. The line is available from 24th October and builds on the success of last year's sold-out series with new designs and a larger range of stylish and protective accessories for smartphones and other devices. Limited edition accessories and rare, collectible box sets are available online for worldwide shipping.

"We are excited to partner with CASETiFY again to bring this creative collaboration to fans around the world and mark 50 years since the founding of DHL Express. Our company has always stood for excellence, and we are proud to be one of the most recognizable brands globally," declares Ken Lee, CEO, DHL Express Asia Pacific. "The collaboration also reflects our commitment to supporting e-commerce merchants like CASETiFY in expanding their business internationally."

Entitled "50 Years of DHL", the new collections draw inspiration from DHL's globally recognized branding. Designs feature the company's signature waybill along with red and yellow logo interpretations. A special edition custom case allows for personalized designs, while the limited edition case comes in both a vintage 1969 version, commemorating DHL's founding, and a modern 2019 version. The accessories are compatible with many popular devices, including iPhone and Samsung cases, clear (TPU) Apple Watch Bands, AirPods cases, Phone Slings, and wireless charging pads. Rare box sets will also be sold globally at various outlets on the day of the launch.

"In 2018 our first series with DHL sold out in just 72 hours. We're excited to be embracing that nostalgia once again with our new line so that we can continue spreading the love," says Wes Ng, CEO and co-founder of CASETiFY.

The collection will also be DHL's induction into CASETiFY's newly launched creative program, CASETiFY co-lab. The program houses the tech accessories brand's best-selling co-branded projects and will include offline experiences. Retail activations will allow fans to shop and customize their cases in-person, starting at the CASETiFY STUDIO pop-up in Hong Kong.



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For more information on the collection and upcoming in-store experiences, visit CASETiFY.com/dhl.

You can find the press release for download as well as further information on dpdhl.com/pressreleases

Media Contact:

Deutsche Post DHL Group
Media Relations
Claus Korfmacher
Phone: +49 228 182-9944
E-mail: pressestelle@dpdhl.com

On the Internet: dpdhl.de/press
Follow us at: twitter.com/DeutschePostDHL

50 Years DHL

In 2019 DHL is celebrating 50 years since the company's founding by three entrepreneurs in San Francisco in 1969. DHL began as a disruptor to the traditional delivery industry, circumventing bureaucracy with an innovative new service to deliver documents by air overnight. Since then, DHL has grown into a globe-spanning family of DHL companies with about 380,000 employees in over 220 countries and territories that covers the entire spectrum of logistics and supply chain services. DHL's customer-centricity and can-do culture have fueled five decades of innovation – from the DHL 1000, one of the first word processing computers in the world, to using the purpose built StreetScooter, an environmentally friendly delivery vehicle powered by an electric drive and developed by Deutsche Post DHL Group. With the Mission 2050 commitment to reach zero group-wide emissions by 2050, DHL is continuing to be a trailblazer in the logistics industry.

DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 380,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably,



enabling global trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivalled presence in developing markets, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 61 billion euros in 2018.

About CASETiFY

Founded in 2011, CASETiFY has been hailed as the first and largest global platform for creativity and customization, connecting individuals through tech accessories. Today, CASETiFY is the number one millennial tech accessories brand, offering customizable products that are highly protective and stylish at the same time. CASETiFY is best-known for the world's slimmest and most protective iPhone Impact Cases that are certified 6.6ft drop proof without sacrificing design.

CASETiFY has expanded through three key channels: celebrity partnerships, retail channel expansion, and brand design collaborations. Past highlights include launching both Sarah Jessica Parker and Pharrell William's first tech accessories collections, unique in-store activations with Colette, Nordstrom, and Anthropologie, online partnerships with REVOLVE.com and ShopBop.com, along with tech capsule collections with Saint Laurent, Thom Browne, Moncler, Vetements, Sacai, DHL, The Pokémon Company, streetwear label CLOT, and Clare V.