

## **DHL airplane becomes a limited aviationtag®**

- **bordbar® marks 50 years of DHL Express by crafting a limited Aviationtag® edition from one of the logistics provider's retired cargo aircrafts**

**Bonn, October 25, 2019:** This year DHL Express is celebrating its 50th birthday as a global brand boasting some 380,000 employees in over 220 countries and territories - and as pioneer in the express logistics industry. The company looks back to a strong aviation history as the first document that was shipped in 1969 was delivered via airplane from US mainland to Honolulu. To celebrate its 50th anniversary DHL is teaming up with bordbar® to launch a limited edition of a DHL Aviationtag®.

To transport shipments in the shortest possible time DHL Express operates with own airplanes and a huge network of partner airlines. Also included: the Boeing 757 with the registration D-ALEH. In 2003, when it was converted into a purely cargo aircraft for DHL Express, for the first time in its career the Boeing was given its typical yellow-red paint job. Before then it had already served 17 years as a passenger aircraft. Another 15 years and countless letter, package and parcel deliveries later, in 2018 it was finally retired and parked in Castellon, Spain.

When the D-ALEH arrived there last year, nobody would have guessed that just one year down the line, it would be ready for another delivery. But this is exactly what is now happening to mark DHL Express's 50th anniversary. The logistics provider has been Aviationtag®'s shipping partner since 2018, so this was the perfect opportunity to expand the cooperation. Today, 10,000 Aviationtags® from the fuselage of the old freighter are being launched as a limited anniversary edition: so the old cargo plane has one last valuable delivery in it after all.

This involved parts of the outer skin of the retired aircraft being dismantled and cut to size at the bordbar® manufactory in Cologne until they could be punched into the typical Aviationtag® shape and then polished, before finally undergoing precise laser engraving. Each of the strictly limited-edition Aviationtags now features the aircraft type, aircraft registration number, edition number, edition size and, of course, the DHL logo.

The Aviationtags® from the Boeing 757 D-ALEH have now been reborn as key and luggage tags - or as collector's items. While the small tags are interesting for almost anyone who loves flying and the feeling it inspires, this edition has its very own unique charm: For a decade and a half, this special freighter transported up to 40 tons of consignments to their destination with every flight. So anyone buying one of the Aviationtags® from this edition at the same time is also buying a piece



of the countless stories that this aircraft has undoubtedly written. What was once scrap metal is thus transformed into a piece of air freight history.

The limited Aviationtags® are available immediately and only while stocks last from the [Aviationtag® shop](#).

**Media Contact:**

Deutsche Post DHL Group  
Media Relations  
Tim Rehkopf  
Phone: +49 228 182-9944  
E-mail: [pressestelle@dphl.com](mailto:pressestelle@dphl.com)

On the Internet: [dphl.de/press](http://dphl.de/press)  
Follow us at: [twitter.com/DeutschePostDHL](https://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.

## **BORDBAR® & AVIATIONTAG®**

When they founded bordbar design GmbH more than ten years ago, the two friends and passionate aviation geeks Stephan Boltz and Valentin Hartmann fulfilled their dream of turning discarded aircraft trolleys into functional design furniture. Over the years they built up a global network within the aviation industry and their passion for aviation grew unabated. Finally, in 2016 they had the idea of giving decommissioned aircraft a new lease on life as well as aircraft trolleys: Aviationtag was born - a pocket-sized piece of aircraft history. Once the project reached cruising altitude in 2018, it was time to bring Tobias Richter, another experienced airliner, into the company cockpit. He now navigates the Aviationtag division as Vice President.

[www.aviationtag.com](http://www.aviationtag.com) / [www.bordbar.de](http://www.bordbar.de)