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Frankfurter Brett and Nik Huber Guitars win Lufthansa Cargo competition ‘Hessen goes global’

Two Hessian companies receive free access to the world market from Lufthansa Cargo

Frankfurter Brett GmbH and Nik Huber Guitars Shop are the winners of the business competition initiated by Lufthansa Cargo ‘Hessen goes global’. This decision was made today by a panel of experts at the Frankfurt Cargovention, a logistics industry conference. For one year, the two Hessian companies will now receive a massive amount of support in launching their products worldwide and thereby tapping new markets. Lufthansa Cargo and its shipping partners Panalpina and UPS will provide them with free airfreight

capacity of up to one container per month as well as free door-to-door shipments and the organisation of all necessary customs clearance processes.

‘The main obstacle to global success today is no longer demand, which certainly exists thanks to digital networking’, says Peter Gerber, Chief Executive Officer of Lufthansa Cargo. ‘In most cases, accessing the global market fails due to logistics, especially when it comes to custom-made products, specialities or small series.’ Frankfurter Brett GmbH and the Nik Huber Guitars Shop will now be able to meet this international demand for their products and secure a place on the world market.

The Frankfurter Brett is a ‘workbench’ for the kitchen invented and developed by the brothers Johannes and Joseph Schreiter. Nik Huber is from Rodgau, Germany, and builds high-quality electric guitars by hand.

Numerous companies entered the ‘Hessen goes global’ competition, which is also supported by the companies Panalpina, UPS, Wirtschafts- und Infrastrukturbank Hessen and Hessen Trade & Invest. The contest required that the company have its headquarters in Hessen and also produce its merchandise there. In the first step, five finalists were chosen: in addition to the two winners, they included OneSoap of Bad Homburg, which makes a vegan soap for body, face and hair, Schönwetterfront of Wiesbaden, a producer of German Hawaiian shirts, and Bizzice of Frankfurt, a family business that makes organic ice cream and cake. All five companies were able to present their business ideas again at the Cargovention.

Lufthansa Cargo AG

Lufthansa Cargo ranks among the world’s leading air freight carriers. In the 2017 business year, the airline transported around 1.6 million tonnes of freight and mail and sold 8.9 billion revenue tonne-kilometres. The company currently employs about 4,500 people worldwide. Lufthansa Cargo focuses on the airport-to-airport business. The cargo carrier serves around 300 destinations in more than 100 countries with its own fleet of freighters, the belly capacities of passenger aircraft operated by Lufthansa, Austrian Airlines and Eurowings, and an extensive road feeder service network. The bulk of the cargo business is routed through Frankfurt Airport. Lufthansa Cargo is a wholly owned Lufthansa subsidiary of Deutsche Lufthansa AG.

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