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## **Lufthansa Cargo and IRED receive German Design Award for Upcycling Collection**

- **From container to tray. Each piece is unique. - Former freight materials become attractive and original design objects for everyday life**
- **Design and manufacturing "Made in Germany" in cooperation with the Frankfurt Institute for Recycling, Ecology & Design (IRED)**
- **Lufthansa Cargo supports social projects of Cargo Human Care e.V. in Kenya with the sale of merchandising articles**

At the German Design Awards ceremony in Frankfurt on February 3,

Lufthansa Cargo and the Frankfurt Institute for Recycling, Ecology & Design (IRED) were named winners in the "Excellent Product Design Lifestyle and Fashion" category for their joint Upcycling Collection. As part of the collaboration, high-quality merchandising products such as luggage and key rings, trays, vases, wall coat racks or pen cups were designed locally and manufactured in Germany from discarded airfreight containers. Lufthansa Cargo sells these design objects, along with other items, through its Fanshop, which was launched last year. In the production of the products available in the Fanshop, Lufthansa Cargo also cooperates with the Workshops for the Disabled in Bensheim. Lufthansa Cargo donates the entire proceeds from the Fanshop to Cargo Human Care e.V. The non-profit organization has been supporting social aid projects in Kenya for more than 15 years.

Authenticity, durability and resource-saving utilization of recyclable materials – all these attributes apply to the innovative design objects of the Upcycling Collection, which also tell a story. This was also the verdict of the expert jury, which recognized the outstanding and exemplary design achievements within the "Lifestyle and Fashion" category: "The original merchandising products of the "Lufthansa Cargo Upcycling Edition" are made from the aluminum of discarded air freight containers. Scratch marks and patina are giving the objects a special aesthetic and uniqueness. An excellent example of upcycling design that emotionally unites beautiful products with striking storytelling." The German Design Award has been the premium prize of the German Design Council since 2012, making it one of the most prestigious awards in the design landscape.

"It was only in November that the first products from our new Upcycling Collection went on sale and the response from aviation and design enthusiasts has been overwhelmingly positive. We are extremely pleased to receive the German Design Award. It is a great recognition for our innovative idea to give recyclable materials, which have served us well in the freight business for a long time, a new use. The professional cooperation with the IRED Institute and the donation concept of the Fanshop round off our holistic sustainable approach according to a local and social partnership in this project. All products are 'Made in Germany' and 100 percent of the proceeds from sales go to Cargo Human Care," explains Christina Franz, project manager of the Fanshop at Lufthansa Cargo.

Interested parties can find the Lufthansa Cargo Fanshop at this link:  
[lufthansa-cargo.rheinwalt.eu](http://lufthansa-cargo.rheinwalt.eu).

More information about the work of Cargo Human Care e.V. is available on the website [cargohumancare.de](https://cargohumancare.de).

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## **Lufthansa Cargo AG**

With a turnover of 3.8 billion euros and a transport performance of 7.2 billion freight ton kilometers in 2021, Lufthansa Cargo is one of the world's leading companies in the transport of airfreight. The company currently employs around 4,200 people worldwide. Lufthansa Cargo's focus is on the airport-to-airport business. The route network covers around 300 destinations in more than 100 countries, using both freighter aircraft and cargo capacity from passenger aircraft operated by Lufthansa, Austrian Airlines, Brussels Airlines, Eurowings Discover and SunExpress, as well as trucks. The majority of the cargo business is handled via Frankfurt Airport. Lufthansa Cargo is pursuing the goal of becoming the world's most sustainable cargo airline. To achieve this, the company relies on state-of-the-art technologies and continuous investments in the area of sustainability. In 2021, important milestones were reached, such as the fleet modernization to an all-B777F fleet and the introduction of completely CO<sub>2</sub>-neutral freight transport for all customers. In 2022, Lufthansa Cargo plans to successively equip its fleet with Sharkskin technology and expand its Sustainable Aviation Fuel program to further reduce CO<sub>2</sub> emissions. Lufthansa Cargo is a wholly owned subsidiary of Deutsche Lufthansa AG and the specialist for the logistics business of the Lufthansa Group.

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