DHL celebrates 50th anniversary with collection of tech accessories

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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. Source: Deutsche Post DHL

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