

## PRESS RELEASE

German Design Award for GO! image film 'It's all about time'

- Design quality wows the international jury of experts
- Special mention in the audiovisual category
- Perfect portrayal of the interplay between human and technology

Bonn, 24 November 2016. At this year's German Design Awards, the image film titled 'It's all about time' by express logistics service provider GO! was awarded a special mention. The outstanding quality of the three-minute film wowed the renowned competition's jury of international experts, and the film was rewarded with an award in the audiovisual category.

The film uses emotions to make it clear that express logistics services play a decisive role in countless everyday situations. It uses impressive images to show not only unique services, but also the people who provide these services round the clock: the urgent delivery of a visa directly to the airport counter or a replacement part for the broken-down tractor in the field – without the tailored logistics solutions and the enthusiastic commitment of the GO! employees, many things around the world would grind to a halt. The film places the spotlight on these actions, which normally go unnoticed in the background, along with the ingenious logistics.

The stories centre on the slogan 'It's all about time', which reflects the strengths and values of GO! Express & Logistics. Time Unique selling point, because GO! takes on deliveries that no one else is willing to. 'No matter what is needed, we deliver it quickly and reliably round the clock – 365 days a year. Our services have long been adapted to the needs of our customers, and can therefore no longer be described as standard solutions,' says Ulrich Nolte, managing director of GO! Express & Logistics (Deutschland) GmbH.

The jury praised the expert design of the film and will present the award at Ambiente, the world's leading trade fair for consumer goods, which takes place from 10 to 14 February in Frankfurt (Main).

The German Design Award is presented annually by the German Design Council and is among the world's most respected design competitions. It is an independent and internationally active institution that supports companies in their efforts to efficiently communicate design expertise and, at the same time, seeks to grow the broader public's understanding of design. Established as a foundation in 1953 on the initiative of the German Bundestag, the German Design Council advocates for good design through its competitions, exhibitions, conferences, seminars and publications. The group of patrons includes more than 220 German and foreign companies which employ more than two million people.

Watch the film here: <http://www.general-overnight.com/de-en/Company/Press/GO!-Imagefilm>



## About GO! EXPRESS & LOGISTICS

GO! Express & Logistics is Germany's largest independent provider of express and courier services. The globally active partner network was founded in 1984 and now comprises over 100 GO! stations in Germany and Europe. 1,400 employees and 3,000 couriers handle the transportation of over 5.5 million shipments annually.

Faithful to the corporate philosophy TIME IS EVERYTHING, GO! provides local courier transport and worldwide express shipping of goods, documents and particularly urgent shipments 365 days a year and around the clock. Tailor-made Supply Chain Solutions, sector-specific Industry Solutions and Special Services in response to complex customer requirements round off the portfolio.

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