


# DHL Innovation Award 2009 "Growing Ideas"

## Winner's profile

### Category "Most innovative client"

<b>Winner</b>	Airbus Industries: Lead Transport Provider	
<b>Aim of the award</b>	Awards the implementation of an innovative logistical solution by one of our clients in 2009. The client instated a DHL product or process innovation at an early stage, and thus is a successful early adopter. The innovation in question is directed at our clients.	
<b>Method of Selection</b>	The following Business Desks nominated a list of most innovative clients: Mail, DHL Supply Chain, DHL Global Forwarding, Freight, Global Customer Solution and Corporate Functions. Furthermore, the Research Desk evaluated global press clippings and news stories.	
<b>Criteria for Winner's Selection</b>	<ul style="list-style-type: none"> <li>• Innovation directed at our clients</li> <li>• The client is using the innovation in question as of 2009.</li> <li>• The awarded innovation is a product or process innovation.</li> <li>• Technical component</li> </ul>	
<b>Justification</b>	<p>Airbus's use of the Lead Transport Provider is more than just a technical innovation. The use of a central Control Tower in combination with integrated Supply Chain processes improves the interaction between customers and Airbus service and production teams. The resulting end-to-end supply chain process management increases transport's transparency, thus modernizing the supply of Airbus production facilities.</p> <p>The interaction within the supply chain using the Lead Transport Provider leads to substantial cost reduction:</p> <ul style="list-style-type: none"> <li>• Creating a Central Tower to organize all Airbus transports increases transparency.</li> <li>• Targeted cooperation with Airbus and its suppliers optimizes delivery costs.</li> <li>• Increased quality and reliability</li> </ul> <p>Therefore, Airbus's implementation of the Lead Transport Provider can be considered a true innovation for the entire aeronautic industry.</p>	
<b>Background</b>	Annually, the DHL Innovation Center recognizes its most innovative clients, employees and scientists during an international event. Through the DHL Innovation award ceremony, DHL aspires to highlight the relevance of innovations in logistics and promote innovative applications and technologies.	

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# DHL Innovation Award 2009 "Growing Ideas"

## Winner's Profile

### Category "Most Innovative Employee International"

<b>Winner</b>	<ul style="list-style-type: none"> <li>• Jussi Lemola (Finland)</li> <li>• Tom Mellin (Finland)</li> </ul> <p>Inventors of the Environmentally Friendly Loading Unit</p>
<b>Aim of the award</b>	Spotlighting the importance of innovation and motivating employees to create their own patents to increase company value
<b>Method of Selection</b>	Assessment of all patents granted to employees since 2008
<b>Criteria for Winner's Selection</b>	<ul style="list-style-type: none"> <li>• Economic Feasibility</li> <li>• Successful real-life application</li> <li>• International utility</li> <li>• Technical inventions</li> </ul>
<b>Justification</b>	<p>The two employees observed that as palettes are loaded onto trucks, standard wooden palettes and metal cages do not fully utilize the trucks carriage capacity. They decided to develop a new kind of stackable plastic palette, which can use the full capacity of the trucks, thus increasing transport efficiency.</p> <p>The newly developed Environmentally Friendly Loading Unit (EFLU) is made of sturdy materials. Its measurements exactly match the height and width of trucks. The EFLU can be stacked without any problems, so that the carriage capacity is completely utilized. Furthermore, the stable exterior walls mean that goods are not crushed as they are stacked.</p> <p>By using the EFLU, trucks' shipping weight and volume can be increased by 25 per cent. Additionally, necessary forklift usage can be reduced by a third. The new system is currently being extended in a pilot project in Scandinavia.</p>
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# DHL Innovation Award 2009 "Growing Ideas"

## Winner's Profile

### Category "Most Innovative Employee National"

<b>Winner</b>	<ul style="list-style-type: none"> <li>• Christine Götz</li> <li>• Sebastian Kittel</li> <li>• Torsten Plankert</li> </ul> <p>Inventing the "Video Coding Tunnel"</p>
<b>Aim of the award</b>	Spotlighting the importance of innovation and motivating employees to invent and patent their own innovations to increase company value
<b>Method of Selection</b>	Assessment of all patents granted to employees since 2008
<b>Criteria for Winner's Selection</b>	<ul style="list-style-type: none"> <li>• Economic Feasibility</li> <li>• Successful real-life application</li> <li>• International utility</li> <li>• Technical inventions</li> </ul>
<b>Justification</b>	<p>Up to now, every distributing center has worked independently, and had to keep a large number of deciphering systems on hand to guarantee ideal processing times even with fluctuating demand.</p> <p>Within all mail sorting centres, each machine (image supplier) could, theoretically, be configured to work with every kind of deciphering system (image reader) and work within every local system with no further software changes. The video coding tunnel makes use of this function. By using the video coding tunnel, machines in remote mail sorting centers can be integrated into local operations whenever there is a shortage of machines.</p> <p>This invention allows for the exchange of every kind of coding service between several mail sorting centers. This ensures a better use of capacities, and allows video coding of several mail sorting centers to be streamlined in one place.</p> <p>The use of the video coding tunnel has the following advantages:</p> <ul style="list-style-type: none"> <li>• higher flexibility</li> <li>• efficient resource management</li> <li>• no change in processing within distribution centers</li> <li>• low development costs</li> <li>• use of standard interfaces</li> <li>• no changes in existing software necessary</li> </ul> <p>Development and use of a prototype proved the effectiveness of the video coding tunnel. Early in 2010, the prototype will be expanded to include a user interface. By the end of the year, we will implement the video coding tunnel throughout Germany.</p>
<b>Background</b>	Annually, the DHL Innovation Center awards its most innovative clients, employees and scientists with an international event. Through the DHL Innovation award ceremony, DHL wants to highlight the relevance of innovations in logistics and promote innovative applications and technologies.

# DHL Innovation Award 2009 "Growing Ideas"

## Winner's Profile

### Category "Most Innovative Junior Scientist"

<b>Winner</b>	<p>Adam T. Crossno</p> <p>President &amp; CEO OnAsset Intelligence, Inc. Irving, Texas</p>
<b>Aim of the Award</b>	Recognizing the achievements of a dedicated expert, who has developed integrated solutions to track and monitor cargo in a real-time environment.
<b>Method of Selection</b>	<p>Nominations and the winner were decided by the following expert panel:</p> <ul style="list-style-type: none"> <li>• Dr. Sabine Groner-Weber, German Federal Ministry for Transportation, Construction and Urban Development</li> <li>• Prof. Dr. Michael Schenk, Fraunhofer Institute for Factory Operation and Automation IFF</li> <li>• Prof. Dr. Eckard Minx, Daimler AG</li> <li>• Dr. Keith Ulrich, Deutsche Post DHL</li> </ul>
<b>Criteria for Winner's Selection</b>	<ul style="list-style-type: none"> <li>• Feasibility and high scientific aspirations</li> <li>• Potential for innovation and scientifically sound methods in adaptation</li> <li>• Creativity</li> <li>• Consideration of clients' wishes</li> <li>• Presentation of market potential</li> </ul>
<b>Justification</b>	<p>Adam T. Crossno is a dedicated expert, whose work exemplifies creativity and innovation. His product, FlightSafe, is a novel, unique and patented product. His company, OnAsset Intelligence, Inc., a young, rising company from Texas, is looking to launch their excellent product FlightSafe.</p> <p>There is no technology to date which guarantees a complete surveillance of cargo as it is transported. Legal restrictions bar the use of RFID technologies on airplanes. By developing FlightSafe, Adam T. Crossno essentially provided the missing link in process surveillance of transport channels and paths the way towards a transparent supply chain.</p> <p>The following reasons persuaded the jury that Mr. Crossno ought to be recognized as the most innovate junior scientist:</p> <ul style="list-style-type: none"> <li>• FlightSafe can constitute a radical innovation in real-time-tracking.</li> <li>• FlightSafe is the first tracking device that can be taken on planes. This leads to transparent supply chains by allowing for virtually real-time tracking.</li> <li>• FlightSafe boasts technical innovation, such as saving data about the cargo's conditions (e.g. temperature) during the flight, and releasing it immediately after landing.</li> </ul>

# DHL Innovation Award 2009 "Growing Ideas"

## Category „Most Innovative Junior Scientist“

### Justification

- The device may be customized to suit clients' needs. Potential cargo damage can be prevented by proactively taking action as soon as problems develop.
- By developing FlightSafe, Mr. Crossno arguably demonstrated his understanding of innovation management, as well as ensuring his invention was protected by patent law.

### Winner's Profile

- December 2008 – present : President & CEO OnAsset Intelligence, Inc.
- 2006 – 2008: Vice President & General Manager SAVR Communications, Inc.
- 2004 – 2006: Product Development Manager SAVR Communications, Inc.
- 2003 – 2004: Purchasing Manager Metro Automation, Inc.
- 2002 – 2003: Senior Design Engineer Metro Automation, Inc.
- 1996 – 2002: „Bachelor of Business Administration in Management“ (Georgia State University, Georgia Perimeter College, Georgia Institute of Technology)

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# DHL Innovation Award 2009 "Growing Ideas"

## Winner's Profile

### Category "Most Innovative Senior Scientist"

<b>Winner</b>	<p>Prof. Dr. Dr. h.c. Hans-Christian Pfohl</p> <p>Technische Universität Darmstadt Economics and Law Management and Logistics</p>
<b>Aim of the Award</b>	Celebrates a scientist who has fundamentally influenced the logistics industry and worked closely with DHL in pilot and implementation projects
<b>Method of Selection</b>	<p>The final decision was made by the following expert panel:</p> <ul style="list-style-type: none"> <li>• Dr. Sabine Groner-Weber, Federal Ministry for Transport, Building and Urban Affairs</li> <li>• Prof. Dr. Michael Schenk, Fraunhofer Institute for Factory Operation and Automation IFF</li> <li>• Prof. Dr. Eckard Minx, Daimler AG</li> <li>• Dr. Keith Ulrich, Deutsche Post DHL</li> </ul>
<b>Criteria for Winner's Selection</b>	<ul style="list-style-type: none"> <li>• DHL relevant area of expertise, influenced by or closely related to logistics</li> <li>• Presentable scientific results that are useful for DHL</li> <li>• Research in and support of innovative techniques</li> <li>• Having closely worked with DHL in the past</li> <li>• Ongoing effect of work on the logistics sector</li> <li>• Market or real-life relevance of scientific results (spin-off)</li> <li>• International orientation, international teaching experience</li> </ul>
<b>Justification</b>	<p>Professor Pfohl started research in the field of more and most efficient innovation management in logistics early on. He was one of the first professors in Germany to investigate the question of innovation generation in logistics, and authored the standard reference text in the field. His real-life oriented research projects, many in cooperation with Deutsche Post DHL, helped logistic providers like DHL to scientifically answer challenges in their field and develop professional solutions.</p> <p>These included:</p> <ul style="list-style-type: none"> <li>• Analyzing networks in transport logistics, paying particular attention to future potentials in redesigning complete cargo transports</li> <li>• the "Logbook" project, which created a unique logistics-compendium of scientific knowledge to topics like "trends &amp; challenges" or "processes &amp; principles" and presented these in a publicly and medially interesting way</li> </ul>

# DHL Innovation Award 2009 "Growing Ideas"

## Category „Most Innovative Senior Scientist“

### Begründung

During his long tenure at the TU Darmstadt, Professor Pfohl also passed the importance of effective innovations management on to his students.

As the initiator and academic advisor of the DHL Professorship for Global Supply Chain Management at the German-Chinese Institute in Shanghai, Professor Pfohl brings his expertise in management, international management and logistics, as well as his long years of experience in cooperating with Deutsche Post DHL, to the table every day.

Additionally, Professor Pfohl's number of publications and their topical scope within the field of logistics have earned them the status of standard texts in the field of business studies.

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# DHL Innovation Award 2009 "Growing Ideas"

## Winner's Profile

### Category "Sonderpreis" (Special Award)

<b>Winners</b>	<p>Participants in the national science competition "Jugend forscht" and winners of the DHL Project "The Perfect Package"</p> <ol style="list-style-type: none"> <li>1. Christian Wassermann and Sven Kruppen: "Optimization of parcel geometry based on the diatom (type of phytoplankton)"</li> <li>2. Janina Bach: Concept of an inflatable inner package</li> <li>3. Tobias Wenzel: Concept of a tubular inner package and a telescopic parcel</li> <li>3. Christian Hagel: Concept of a special inner package and easy-to-cut pattern</li> </ol>
<b>Aim of the Award</b>	<p>Celebrating young, ecologically sustainable research efforts, inspiring young people to develop innovations and find concrete solutions for challenges DHL is facing</p>
<b>Method of Selection</b>	<p>In total, 200 finalists of the national science competition "Jugend forscht" were invited to participate. Out of these, 20 chose to apply for the DHL competition.</p> <p>Jury</p> <ul style="list-style-type: none"> <li>• Peter Sonnabend, Department for Environmental Strategy and Policy, "Jugend forscht" finalist in 1983</li> <li>• Gunnar Loose, Packaging Testing Center, DP</li> <li>• Wolfgang Huber, Seller Communications, eBay</li> <li>• Dr. Andrej Busch, MBV Marketing</li> <li>• Jürgen Heinisch, CEO, Gesellschaft für Verpackungsmarktforschung mbH</li> <li>• Marcel Strömer, Fraunhofer IML</li> </ul>
<b>Criteria for Winner's Selection</b>	<ul style="list-style-type: none"> <li>• Versatility</li> <li>• Stability</li> <li>• low materials input</li> <li>• Analogies to nature</li> <li>• Innovative solutions</li> <li>• Adolescent scientists</li> </ul>
<b>Task</b>	<p>Adolescent scientists were invited to invent the perfect packaging. Nature played the role of teacher and role model, for instance in the structure of a banana peel (curved profile; elastic, fiber-strengthening rind, highly recyclable) or an insect's chitin shell (stable but versatile material, minimal surface with maximum volume, mechanical and thermal protection). Based on the requirements of „the perfect package“ (e.g. versatility, stability, low material input), participants were asked to find analogies in nature for the perfect package and use their findings to design innovative packages.</p>
<b>Background</b>	<p>DHL Package Germany works with "Jugend forscht" annually to support talented young scientists. They are asked to apply their scientific skills to the solving of a concrete challenge in research and development. This commitment to young scientists is further supported by contributing to "Jugend forscht" financially.</p>

# DHL Innovation Award 2009: "Growing Ideas"

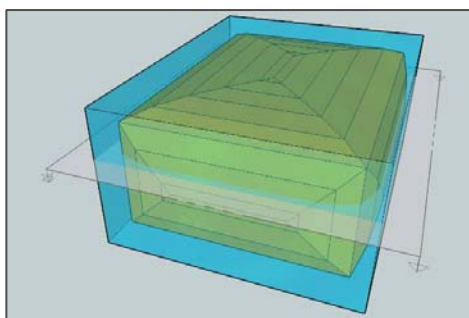
## Category „Sonderpreis“

### Winner projects at a glance

1. Christian Wassermann und Sven Krummen:

Project „Optimization of the parcel geometry based on the diatom (type of phytoplankton)“

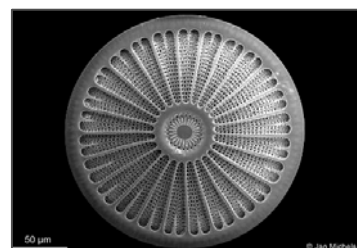
Project "Optimization of the parcel geometry based on the diatom (type of phytoplankton)"



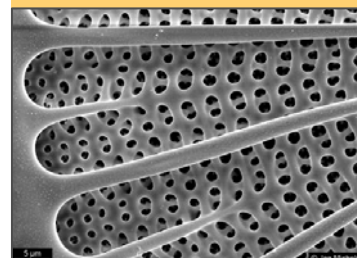
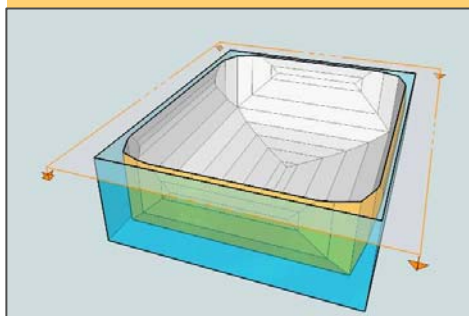
Optimized geometry



New paper structure



Microscopic picture of a  
cellular shell



# DHL Innovation Award 2009: "Growing Ideas"

## Category „Sonderpreis“

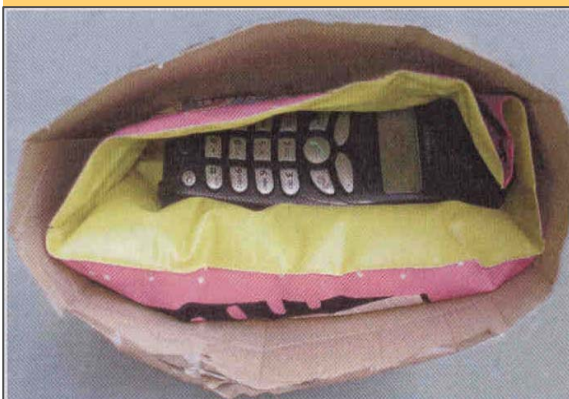
Winner projects  
at a glance

2. Janina Bach:  
Concept of an inflatable inner package

Project "Development of an optimal inner padding systems"



Concept of an inflatable inner package



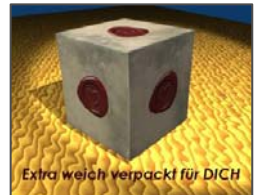
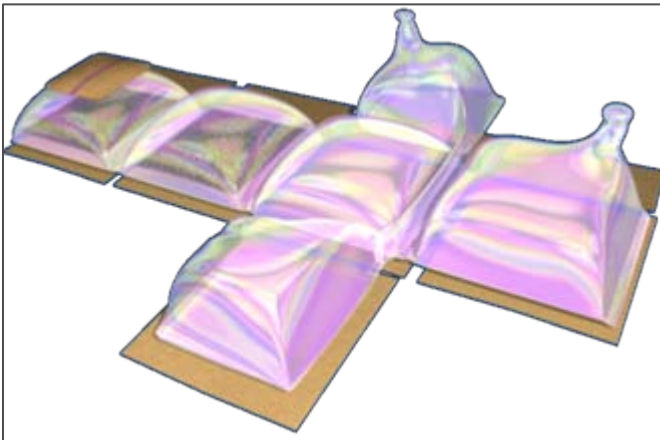
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## Category „Sonderpreis“

### Winner projects at a glance

3. Tobias Wenzel:  
Concept of a tubular inner package and a telescopic parcel

### Project "Fitting Packages"



Concept of a tubular inner package and a telescopic parcel

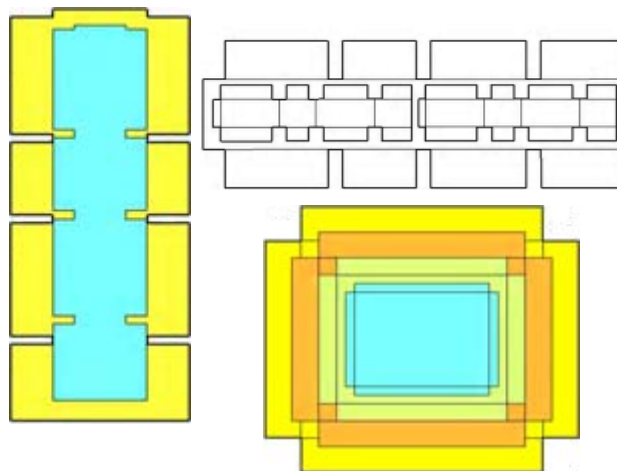
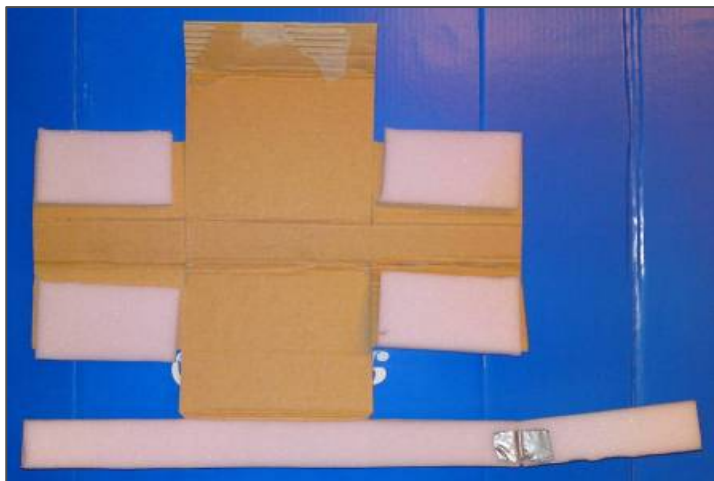
# DHL Innovation Award 2009: "Growing Ideas"

## Category „Sonderpreis“

### Winner projects at a glance

3. Christian Hagel:  
Concept of a special inner package and easy-to-cut pattern

### Project „Made-to-measure parcel and integrated protection“



Concept of a special inner package and easy-to-cut pattern

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