

The gradual transformation of a company magazine

From newsletter to international corporate magazine

It is 1959. In January of that year, the manager of the Neu-Ulm branch, Franz Heidler, begins to issue a newsletter to his customers. It becomes a regular feature. Published under the title "Aktuelle Nachrichten" ("Current news"), it soon becomes very popular. The articles it contains deal with the transport questions of the day in a short and concise manner.

Ten years later, the Dachser branches in southern Germany and the Berlin facility have already joined in. The topics covered in the newsletter become more and more varied, and its design changes. From mid-1973 onwards, a single edition is issued for the entire company. Working alongside Dachser shareholder Annemarie Simon, Heidler decides on a uniform design image for Dachser. In 1978, the company presents its own corporate identity for the first time at the transport exhibition in Munich. Heidler remains responsible for both the design and the contents of "Aktuelle Nachrichten" until shortly before his death in 1987. In the 1970s, the newsletter has a circulation of 5,000.

By mid-1984 that number has risen to 8,500, and by 1995 it has reached 15,000.

Over the following years, the design of the newsletter undergoes a number of changes, responding to the trends of the time. The title is changed to "DACHSER aktuell / DACHSER news". For six years now, the magazine has been appearing in virtually the same layout, though a number of small adjustments have been made. Today, the circulation stands at approx. 25,000. Given the international readership, the time has come to rethink the concept of the customer and staff magazine – especially since a great deal of information is now also regularly available via new media, for example in the Dachser eLetter. The company has listened to some very useful suggestions from the readers, and has also taken advice from leading experts. The editors have drawn on all these ideas to ask the question: how can our quarterly magazine respond even more effectively to the needs of a transnational logistics company?

A famous Chinese proverb says: "When the wind rises, some people build walls. Others build windmills." Today, the wind of change is rising everywhere, and logistics is making a decisive contribution to that change. In terms of our magazine, we would like to take advantage of the wind of change and its thermal currents, which are lifting our industry to new heights. We would like to invite you, our readers, to join us as we set off in 2008 on an exciting journey around the world, and around the world of logistics. Our redesigned magazine will underline Dachser's truly international dimensions. We do not want to reveal any more details at this stage ... but we can assure you that you have something to look forward to.

M.N.

