



**DIRECT & BEYOND, INC**  
DIRECT SHIPPING BEYOND LIMITATION

888.876.1188 \* [www.shipdbi.com](http://www.shipdbi.com)

▶ 747-8i AT LAX ...1

▶ A NEW ADDITION ... 1

▶ GLYNIS' HEALTH CORNER...2



# DBI Insider *focus*

## The First 747-8i Lands at LAX

Los Angeles, Ca. December 10, 2012—Lufthansa initiated commercial service Monday of the Boeing 787-8 Intercontinental along the air-lines Frankfurt to Los Angeles route. Flight LH456 departed Frankfurt and touched down at LAX at 1:15 PM. The City of Angels is just the second destination in the US and fourth in the world designated for the service of the new jumbo jet. Lufthansa’s newest flagship aircraft will provide daily service between the two cities increasing capacity on this route by 17 percent. A celebratory water cannon greeted the new “Queen of the Skies” as the aircraft taxied to the gate located at the Tom Bradley International Terminal. Nearly 200 corporate customers, airline and aircraft partners and media attended the celebration. “The selection of Los Angeles for our new flagship aircraft demonstrates the market’s critical importance for Lufthansa, which has had a presence in Southern California since 1960,” said Juergen Siebenrock, Vice President, The America’s for Lufthansa. “The Frankfurt—Los Angeles route connects the world’s two largest and most influential consumer markets for entertainment products—Hollywood and Germany. LAX is also an active gateway for the pharmaceutical, IT, automotive industry and defense contractor industries, all of which are important customer segments for Lufthansa.” Lufthansa’s 747-8 Intercontinental is equipped with 386 seats in a three-class configuration (eight First Class, 80 Business Class and 298 Economy Class). The aircraft generates a 30 percent smaller noise footprint than the 747-400 and brings double-digit improvements in fuel efficiency and CO2 emissions per passenger, making it one of the industry’s most fuel efficient aircraft and key to Lufthansa’s commitment to sustainable reduction of carbon dioxide emissions. The 747-8 Intercontinental fuselage is 150’2” long, which is 18’4” longer than the 747-400. The stretch also provides Lufthansa with 26 percent more cargo volume. The Boeing 747-8 Intercontinental features new, state-of-the-art wings with improved aerodynamics and raked wing tips; new fuel-efficient, U.S.– manufactured GENx-2B engines that contribute to a reductions in fuel burn, emissions and noise and thus give customers the lowest operating costs and best economics of any large passenger airplane.



## DBI Adds Another Member to the Team

Recently, Direct & Beyond welcomed a new member to the team; a mechanical member that is. Due to rising cargo volumes, DBI needed to add another truck to the expanding fleet of vehicles in DBI’s inventory. This most recent addition is a Hino 268. It has a 24’ box with a roll door and an additional side door; liftgate, a smooth 5 speed manual transmission, AM/FM radio with CD player, power windows, air conditioning and much more. Don’t look for this truck to remain as is. As is the custom with DBI—we’re all about branding and sharp looking eye-catching equipment around here. Soon, our newest member will be undergoing facelift. So, look for our “Hino Jr.” at a loading dock near you and in a future issue of *DBInsider!*



## Glynis' Health Corner

**Glynis Jorritsma**  
Glynis brings to DBI over 20 years of experience in the nutrition and healthcare industry. It is our pleasure to be able to offer these helpful health tips to you with the hope of improving the enjoyment of your life.

### Ezekiel 4:9® Sprouted Whole Grain Bread

Ezekiel 4:9® Sprouted Grain Bread is inspired by the Holy Scripture verse: "Take also unto thee Wheat, and Barley, and beans, and lentils, and millet, and Spelt, and put them in one vessel, and make bread of it..." Ezekiel 4:9® We discovered when these six grains and legumes are sprouted and combined, an amazing thing happens. A complete protein is created that closely parallels the protein found in milk and eggs. In fact, the protein quality is so high, that it is 84.3% as efficient as the highest recognized source of protein, containing all 9 essential amino acids. There are 18 amino acids present in this unique bread - from all vegetable sources - naturally balanced in nature. Ezekiel 4:9® Bread, made from freshly sprouted organically grown grains, is naturally flavorful and bursting with nutrients. Rich in protein, vitamins, minerals and natural fiber with no added fat. Try it served warm to release its exceptionally rich nutty flavor.\* Flourless \* High Fiber \* Sprouted Grains \* Vegan \* Diabetic Friendly [www.foodforlife.com](http://www.foodforlife.com)

### US on Highway Diesel Fuel Prices for California:

11/26/12: \$4.153 per gallon  
12/03/12: \$4.139 per gallon  
12/10/12: \$4.093 per gallon



### Change From:

1 Week ago: - 0.046  
1 Year ago: - 0.029



Data as of 12/17/2012



### LAX Reveals Diverse Lineup

LAX has confirmed a powerful lineup of retail and food & beverage concessions in the new Tom Bradley international terminal (TBIT) where Westfield Concession Management and its tenants are set to invest \$80 million in developing the commercial environment. From all of the concepts, 42 are being introduced to LAX for the first time, with 28 being seen in an airport environment for the first time. Meanwhile, 22

of them are local Los Angeles brands, delivering a powerful sense of place. Altogether, they are expected to generate annual sales of \$98 million. The terminal will showcase over 20 cosmetic brands and a dedicated world for fragrances. In spirits they will introduce tastings for the first time in North America and will be showcasing some local wines in addition to a strong international line up. Other brands and retailers include Bvlgari, Michael Kors, Emporio Armani, Fred Segal, Kitson, Coach, Porsche Design, Tumi, Victoria's Secret, Hugo Boss, iStore Boutique and Bliss. Other residents include See's Candies, XpressSpa, Hudson, The Bead Factory, Bienvenida Flowers and Gifts, Angelino news, Relay, Malibu Shades, Virgin Mobile/Boost Mobile, Travel & Leisure, CNN Newsstand Los Angeles,

USA Today Travel Zone, The Economist, Sanrio Surprises, Hollywood Reporter and 7-Eleven. Emphasis on Food & Beverage also has its place: ink.sack, Border Grill. One of the Country's Fist Starbucks Evenings, Umami Burger, LAMill Coffee, Larder at Tavern, 800 degrees pizzeria, Ill Forks, Chaya, Lucky Fish, Petrossian Caviar & Champagne Bar, Vino Volo, Short Cake, Vanilla Bake Shop, James Beach, Cantina Laredo, Marmalade Café, Pinkberry, Starbucks, Drink.LA, The Coffee Bean & Tea Leaf, Scoreboard LA & Panda Express. The new TBIT is the largest public works project in LA's history and is one part of a \$4.1 billion modernization program at the airport, comprised of nearly 25 individual projects. A total of 40,000 jobs have been created by the program, which was done without tax payer



**DIRECT & BEYOND, INC.**  
DIRECT SHIPPING BEYOND LIMITATION

P.O. Box 90448  
Los Angeles, CA. 90009

Your Transportation Company for Life.

Tel: 888.876.1188



e-Fax: 310-988-1599



[www.shipdbi.com](http://www.shipdbi.com)

Is the NFL coming back to Los Angeles?



For those who have been following the now 18 year long saga of the NFL coming back to Los Angeles, the was a recent event in this journey that has brought the city its closest it has ever been to seeing an NFL team call Los Angeles it's home.

Approximately 3 months ago the Los Angeles City Council approved the Farmers Field Final Environmental Impact Report and other agreements to pave the way for the return of NFL football to the City of Angels. And more recently, in late October, the 30 day window for legal challenges to the venture passed without challenge.

The approved agreements provide AEG, (the parent company of Farmers Field ) something that it has been lacking in the last 11 years: formal city approvals to proceed with the project once a long-term lease with an NFL franchise is formalized.

AEG has already been in talks for quite some time with a number of league teams. Although AEG has been closed lipped on who they've been speaking to, it is widely thought that they are teams that have been struggling with stadium and/or attendance issues for years. Those teams include the Jacksonville Jaguars, Oakland Raiders, Buffalo Bills, San Diego Chargers, Minnesota Vikings and the St. Louis Rams.

The moment one of those or any other team agrees to move, the shovels will begin digging in downtown LA and the NFL will be back in Los Angeles!