

# Our heritage

## Symbolizing the business

The fantree takes its name from the distinctive cluster of foliage branching out from the top of its stem. This uniquely striking plant is often known as the «traveler's palm». This is because thirsty travelers were able to find water in many parts of the tree, which can hold up to one liter of liquid. According to legend, if a traveler stands in front of a fantree and makes a wish in good faith, the wish is certain to come true.

Reportedly, a fantree trademark was employed by the Saigon bureau of Diethelm & Co.Ltd. (established in 1890) as early as 1899. At that time, the fantree served as a symbol for the Diethelm merchant house. It later evolved into the official logo of the merged Diethelm Keller Group and ultimately into that of DKSH. The fantree symbolizes our long heritage of truly belonging to the places where we do business. It also stands for our unrelentingly enterprising spirit and the unique com-

ination of versatility and adaptability that is at the heart of our company.

The fan of leaves represents our many activities; the red color in the new logo may be taken as a reminder of our Swiss heritage; and the firmly rooted fantree as a whole symbolizes our deep connection with Asia.



The original trademark



Today's DKSH logo