

Border Express agrees to Bomber deal

Dons sign Border sponsor



WELCOME TO BOMBERLAND: Essendon Football Club chief Xavier Campbell, left, and Border Express chief Mostafa Kassab.

BY DAVID JOHNSTON

BORDER Express has replaced another transport company as one of Essendon's major sponsors for the next three seasons.

The logo of Border Express, the company founded in Albury by Max Luff, will appear on the shorts of Bombers' players starting with the club's final pre-season match against Geelong next weekend.

Border Express has replaced the Toll Group as the Bombers' official transport and logistics partner.

Essendon's former president Paul Little was the managing director of Toll up until January 2012 before becoming the Bombers' president at the height of the supplements saga.

Toll Holdings have been sold to Japan Post and the most recent sponsorship deal with Essendon expired at the end of last season.

Border Express chief executive Mostafa Kassab confirmed the deal.

"It has all happened rather quickly," he said.

"We literally only had a couple of days to decide to accept this opportunity.

"We are very proud to align our Australian-owned family business with such a proud and prestigious club like Essendon.

"We both have faced and overcome major challenges which have only made us more determined and stronger.

"It's an exciting time and a new era for both organisations."

Border Express has a base in Tullamarine less than two kilometres from Essendon's training centre.

Essendon chief executive Xavier Campbell told the club's website Border Express would be welcomed in the Bombers' fold as the club began the rebuild from the supplements saga.

"There is great symmetry between both organisations' key values and long term goals," he said.

"Border Express is a fam-

ily run transport business, which is not only highly respected, but has an ambition to be a national leader in the express transport and logistics market place.

"We are looking forward to working closely together in what is shaping as an exciting time for both parties."

Border Express is managed by Mr Luff's sons after he started out in the trucking industry more than 60 years on the NSW south coast after a brief stint as a school teacher.

He was inducted into the Albury-Wodonga chamber business awards Hall of Fame in 2012.

A year earlier he was named the Australian Freight and Logistics Personality-of-the-Year.

Border Express has a presence in every state capital as well as the Gold Coast, Darwin, Canberra, Newcastle and Wodonga's Logic industrial hub.

The company has more than 1000 employees Australia-wide.