



Głuchowo, November 10th, 2021 r.

Press release

GLS starts cooperation with Kolporter

Parcels delivered by GLS can be picked up in one of 600 Kolporter's showrooms. Their advantage is a very good location and great recognition among customers. With the convenience of individual customers in mind, the operator announces further intensive development of the network of collection points.

Kolporter has a network of press outlets located in convenient and well-communicated locations, usually in city centers and shopping malls. The outlets have long opening hours and are often available at weekends.

- Our customers' time and convenience are most important to us. Starting the cooperation with Kolporter is in line with our strategy to choose collection points in the best communicated and most convenient locations. It is also important that Kolporter is a recognizable brand - says Szymon Lauer, GLS Poland product development director. As part of the cooperation between GLS and Kolporter it is possible to collect a parcel or make a return of an online purchase using a generated label. The development of e-commerce means that more and more parcels are being delivered to individual recipients, and many of them take advantage of the possibility to pick up parcels at a given time.

Picking up parcels at stationary points is becoming more and more popular every year. That is why we are consistently trying to develop this service in Kolporter stores. Establishing cooperation with GLS, one of the largest courier companies, is certainly an important step in this process. We are convinced that thanks to this, an even bigger group of our customers will use the option of collecting the parcel in the store of their choice, - emphasizes Robert Szczepaniak, Marketing Director in Kolporter.

PIN only for collection

At Kolporter's outlets, a parcel can wait for the recipient for even a week, which is important for many people. At the time of delivery, it is enough to enter the PIN code, received by the recipient via SMS. No additional information or documents are needed. This is a very practical way: fast, convenient and simple.

The technological integration of GLS and Kolporter was provided by Smart Points. *- In the solution offered by us, we play in one team with carriers and stores to best meet the expectations of eCommerce consumers. The created network of delivery and pickup points (PUDO) is a kind of bridge between the online and offline world, thanks to which the consumers gain the possibility to choose the pickup location according to their own, often very individual, criteria, the carriers optimize their delivery networks, and the stores attract customers by gaining an opportunity for additional revenue from their core business - emphasizes Wojciech Kliber, Smart Points board member.*



He emphasizes that according to statistics, 40% of e-commerce customers who pick up or send their shipments in a stationary store, make an additional purchase.

A lot of possibilities in the last mile

GLS is systematically expanding its Fast Parcel/Parcel Shop network. It has recently been expanding it at a very fast pace. Currently, including the Kolporter's showrooms, there are already 4,000 such outlets in Poland (over 25,000 in Europe as part of the operator's international network).

The operator promises a dynamic growth of the network of such outlets. It may be further expanded this year. - *This is one of the strategic elements of service development for the B2C segment. Easy access to stationary collection points plays a key role here. The pandemic may have dampened this trend somewhat, but individual customers are becoming increasingly mobile,* - says Szymon Lauer.

GLS is offering more and more delivery options, expanding the range of services and functionalities in the so-called last mile. - *We are convinced that the possibility of individual choice of delivery form responds well to the expectations and needs of our customers. At GLS we provide the recipient with direct contact with the courier to agree on the delivery details. It happens that the recipient changes his plans at the last minute, so we provide the possibility to redirect the package even if it is already on its way. Flexibility is our top priority today, along with punctuality and reliability of our services, of course* - concludes the director of product development.

More information: gls-group.com

Małgorzata Markowska, GLS Poland
E-mail: malgorzata.markowska@gls-poland.com
Telefon: +48 695 354 791

Adriana Kondratowicz, PR Expert
E-mail: akondratowicz@prexpert.com.pl
Telefon: + 48 502 332 358

About GLS Group

GLS Group is a leading provider of domestic and international parcel transportation services. The company provides its customers in 41 countries with reliable, high-quality and personalized services, including express and freight services. Thanks to the company's extensive international network and good knowledge of local markets, GLS customers can expect the same comprehensive, flexible and personalized service throughout Europe and other parts of the world. GLS also operates through subsidiaries in Canada and on the West Coast of the United States. The GLS network includes 71 central and regional transshipment points and approximately 1,500 warehouses, served by approximately 31,000 end-to-end delivery vehicles and 4,000 long-haul trucks. GLS employs around 21,000 people. In 2020/21, the company achieved record revenues of €4.5 billion, delivering 840 million parcels despite global difficulties.