

## **bpost strengthens its position in sustainable logistics with the acquisition of Bubble Post**

07-08-2017

On 7 August 2017 bpost entered into an agreement for the acquisition of Bubble Post by bpost. This confirms the growth ambitions of both companies in smart and sustainable urban delivery solutions and enhances the hybrid network of bpost with complementary expertise in cold transport.

On 7 August 2017 bpost entered into an agreement for the acquisition of Bubble Post by bpost. This confirms the growth ambitions of both companies in smart and sustainable urban delivery solutions and enhances the hybrid network of bpost with complementary expertise in cold transport.

The activities of Bubble Post strengthen the current network of bpost and its subsidiary CityDepot. Going forward, Bubble Post and CityDepot, both important players in green urban delivery, will work together, complementing each other's expertise. The two companies already enjoy a successful partnership on the urban delivery platform in Ghent.

Besides its experience in sustainable urban delivery, Bubble Post also has extensive knowledge of refrigerated and frozen transport for among others hospitality wholesalers and delivery of prepared meals

and food boxes. In the Benelux bpost wants to be a leader in the fast-growing segment of deliveries of fresh products to both businesses and consumers.

Koen Van Gerven, CEO of bpost, is particularly pleased with the new partnership. *"Our ambition is clear, we want to be a leading player for parcels in Belgium. We also have the ambition to significantly expand our activities within the sustainable and cold logistic chain in Belgium and the Netherlands. The acquisition of Bubble Post fits in perfectly with this strategy."*

Marc Morioux, CEO of Bubble Post, responds with enthusiasm. *"Bubble Post is looking forward to continuing to grow under the wing of bpost. Our employees are excited to be part of the next chapter of the future of our two companies."*

Source: [bpost](#)