

## Posti acquires Pakettikauppa - the service continues as before

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Posti Group Oyj acquires E-Log Services Oy, the owner of Pakettikauppa, which offers parcel and e-commerce services. Through the transaction, Posti will accelerate the development of its services and customer experience in small and medium-sized online stores. The parties have agreed not to publish the purchase price.

Pakettikauppa is a Finnish technology company founded in 2016 focusing on logistics. The company provides small and medium-sized customers with a variety of parcel and freight services through an easy-to-use digital channel. In a short space of time, Pakettikauppa has become a well-known and trusted player and part of the Finnish e-commerce industry by integrating with the most common e-commerce platforms.

- Small and medium-sized retailers are an important group of customers, and we have had shortcomings in serving them. The technological know-how and a thorough understanding of the needs of e-commerce that Pakettikauppa possesses will significantly help Posti to develop its own services, says Pasi Ilola, vp, digital services and SME eCommerce services at Posti.

Pakettikauppa continues to operate under Posti's ownership as before. The change of ownership has no effect on customer relationships or branding and requires no action from Pakettikauppa customers. Current staff and the two partners of E-Log Services Oy will continue to develop Pakettikauppa services as part of Posti Group.

- Pakettikauppa was born out of a real need. We bring all logistics services to small and medium-sized companies for easy use. As a mission we have been working to develop a better logistics user experience for our customers, and as part of Post we have the best opportunities to go further, comments the founder of Pakettikauppa Joose Vettenranta, who has worked in the e-commerce industry for almost 20 years.

Source: [Posti](#)