

# Urb-it and Zalando partner to provide emission-free deliveries to consumers in Paris and Lille.

**Paris, July 28<sup>th</sup>, 2021** — *Green logistics provider, and Certified B Corporation, Urb-it, has been chosen by European e-tailer Zalando to operate its last-mile deliveries in Paris and Lille. Urb-it will now lead Zalando's sustainable delivery efforts in both cities, helping the retailer bring convenient and emission free deliveries to its customer base in France.*

French President Emmanuele Macron has recently announced that Zalando will invest 300 million euros (\$358 million) in a second logistics site in France that will lead to the creation of 2,000 jobs. The announcement confirms Zalando's desire to consolidate its position as a leading ethical retailer in Europe.

Zalando has also taken a major step forward in driving a more sustainability-focused retail sector post-pandemic by making 'eco and ethical commitment' mandatory for its partner brands and the suppliers in works with. Collaborating with a green delivery partner such as Urb-it who sets the gold standard for environmental and social responsibility, Zalando can positively drive its sustainability agenda forward.

Urb-it will bring its expertise on the last-mile and sustainably operate Zalando's deliveries using an eco-fleet of cargo bikes, trikes and quadbikes. Both parties will utilize urban micro-hubs to bring products closer to the consumer, thus reducing congestions and CO2 emissions in Paris and Lille.

"We are happy to entrust our deliveries in Paris and Lille to a partner like Urb-it. We share common values and are committed to offering a quality service that respects the planet. The eco-responsible dimension is now a central concern for us, and we want it to be included in every stage of the sales process." **said Rémy Julienne, Delivery Operation Manager / Zalando.**

**Martin Lehec, Urb-it Country Manager France** commented, "We are pleased about this new partnership with a major e-commerce player in France. Together we will be able to provide a quality and emission-free service to the consumers of Paris and Lille."

## **About Urb-it AB (publ):**

Urb-it is a Swedish logistics company and Certified B Corporation™. Powered by a robust technical platform, and its community of Couriers, Urb-it offers a customer-centric end-to-end fulfilment service for e-commerce, retail, and the on-demand market. The company today operates in the UK and France and works with leading European brands.

The company's mission is to transform logistics with a human service that fights for the health of our cities. Delivering the last-mile exclusively on foot, bike or with cargo-bikes, Urb-it aims to reduce air pollution, noise pollution and congestion in Urban areas, while providing a delivery service that exceeds customer expectations. Our Couriers are carefully recruited and trained by Urb-it to provide excellent service. The solution is available to merchants via direct API-integration as well as through a range of leading transport management systems. Services include delivering the same-day, next-day, nominated day and returns, and can be fulfilled both from the merchant's online store and physical store network. [www.urb-it.com](http://www.urb-it.com)

The Company's Certified Adviser is Mangold Fondkommission AB who are reachable on +468- 503 015 50 or [CA@mangold.se](mailto:CA@mangold.se).

**About Zalando:**

Founded in 2008, The German e-commerce site specialised in clothing sales is now present in 17 European countries. With a turnover of 8 billion euros in 2020, Zalando is the 11th most popular website in France. <https://corporate.zalando.com/en>