

Urb-it announces partnership with Fluent Commerce to offer omni-channel retailers a convenient and sustainable shipping service

Paris, 17th November 2020 — Green last mile logistics provider, Urb-it has entered into a strategic partnership with leading order management platform Fluent Commerce. Together, Fluent Commerce and Urb-it will allow retailers to craft a seamless and sustainable omni-channel experience for their customers.

Fluent Commerce's technology will allow retailers to synchronise their inventory across distribution channels. Through this ability to fulfil from anywhere, retailers can not only increase sales, but also use their store networks as micro distribution hubs, to meet customer demand for a fast, convenient and sustainable same-day delivery service.

“With the development of online retail, we are now seeing increased consumer demand for convenient eco-friendly same-day delivery service,” **said Rob Shaw, SVP Sales and Managing Director EMEA at Fluent Commerce.** “For high street retailers to compete they need to rival the speed and convenience of online shopping without compromising on convenience and sustainability. Our partnership with Urb-it will bring value to the retailer, enabling them to provide their customers with a fast, convenient, and sustainable ship from store solution.”

Kevin Kviblad, CEO of Urb-it commented, "There has been a growing 'ship from store' trend amongst retailing giants such as Apple, H&M and Zara. The new partnership with Fluent Commerce aligns Urb-it with that trend, allowing us to drive business to each other and through each other, whilst working with some of the largest and most interesting brands in European retail. When merchants can synchronize their inventory across all sales channels, they can fulfil and return from anywhere, including stores. This enhanced utilization of stores will allow retailers to get closer to end customers, allowing for a convenient same-day store to customer delivery service."

About Urb-it AB (publ):

Urb-it is a Swedish tech company and Certified B Corporation™. We work to reduce pollution and congestion in big cities, by offering zero-emission last mile deliveries with a sharp focus on service quality and capacity. Building a rapidly growing customer-centric delivery solution, Urb-it works with industry leading brands and has operations in the UK and France. www.urb-it.com

About Fluent Commerce:

Fluent Commerce is a cloud software company focused on distributing order management for omni-channel merchants. The Fluent Order Management Cloud Platform is cloud-native, fully managed, and code-free. It includes the essential components for unified commerce: Distributed order management, in-store tooling, inventory & location management, customer service, fulfilment, optimization, and reporting. This enables retailers and brands to rapidly drive up revenue, drive down costs, and win the convenience battle. Fluent Commerce works with global and regional brands such as JD Sports, Samsung, Australia Post, eBay, Woolworths, and French Connection. For more information visit www.fluentcommerce.com.

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