

Urb-it welcomes partnership with SmartFreight to bring retailers a sustainable and intelligent transport management solution

London, 24th November 2020 — Green last mile logistics provider, Urb-it has entered into a strategic partnership with shipping software solutions provider SmartFreight. The new collaboration will bring a more sustainable and customer focused delivery service to retailers, with added intelligent transport management.

SmartFreight has a user base of over 18,000 across UK and Ireland, South Africa and New Zealand. Urb-it will join a list of reputable household names who are utilizing SmartFreight's technology to efficiently manage their transport options, making their logistics simple and efficient, and available anywhere. Streamlining despatch and logistics operations using the latest shipping integration technology from SmartFreight gives e-commerce businesses a competitive edge, especially when managing high volume deliveries across multiple transport providers.

Ben Woodward, SmartFreight's Global Marketing & Channel Manager, explained: "We're really excited about this new partnership with Urb-it which can only help retail businesses manage their transport needs more efficiently. Whether they're focused on environmental impact, price or reliability, SmartFreight and Urb-it together can find the most effective shipping method every time."

Kevin Kviblad, CEO of Urb-it commented, "The emergence of the pandemic has brought on an exponential increase in home online shopping. In this highly competitive e-commerce environment, consumers are actively making buying decisions and choosing retailers based on the availability of specific delivery windows, precise timescales and sustainable shipping options. Our partnership with SmartFreight will provide retailers with more efficient and sustainable and transport options, tailored to the consumer preference."

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 delivery assistants (Urbers), 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. www.urb-it.com

About SmartFreight:

Integrated to 650+ carriers globally, SmartFreight was established in 1993 in Australia and now operates in the UK and Ireland, South Africa and New Zealand with over 18,000 users across these regions. Join the biggest brands on the planet that are already using our shipping software, including Yamaha, Mazda, Pandora and other household names. For more information on SmartFreight's pioneering shipping solutions visit www.smartfreight.com

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