
Pass My Parcel teams up with Surfdome

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Leading parcel delivery and collection company Pass My Parcel has announced a new partnership with online boardsports lifestyle retailer Surfdome.

The company, owned by news and magazine wholesalers Smiths News, will provide a labelless returns service for Surfdome, which **stocks over 300 different surf, snow, skate and lifestyle brands** from across the world.

The new deal expands the firm's portfolio of commercial clients to 14, including Amazon, ASOS and recent addition French Connection.

Louise Ryan, strategy and business development manager at Pass My Parcel, believes **the synergies between the two companies will lead to a really successful relationship.**

"Surfdome is a customer centric operation, with convenience and satisfaction for the consumer at the heart of its business," she said.

"Pass My Parcel also aims to deliver the highest possible standards and flexibility of service to customers, so we truly are a great fit.

"Innovation is very important to us as a company; we are known for offering the country's first mobile-enabled returns solution, for example. We strive to exceed customer expectations which has enabled us to achieve continuous and sustained growth."

Pass My Parcel uses its network of more than **3,500 independent newsagents and convenience stores** situated throughout the UK as delivery and collection points, enabling customers to pick up or return their parcels at a convenient time to them, without the hassle of long post office queues or waiting in for parcels or couriers.

Head of marketing at Surfdome, Thomas Loizeau, explains that **the new arrangement is a crucial element of their growth strategy for the future.**

“At Surfdome we have ambitious targets for expansion, and have identified a small number of critical focus areas that will enable us to further build on our already successful business,” he said.

“With our entire operation based online, flexibility of returns is an essential offer to our consumers. Our new relationship with Pass My Parcel, and its label-less returns provision, has strengthened our returns service immeasurably,” he continued.

“Coupled with our approach to continuously curate the best surf, snow, skate and lifestyle brands, we are confident that the company will achieve its aspirations.”