
DPD Russia delivers parcels through Obuv Rossii stores

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DPD Russia announces the successful finish of the trial period of Pickup parcel shops situated in Obuv Rossii.

Within the framework of the pilot project launched in December 2018, about 20 parcel shops were integrated into DPD Pickup network in such cities as Novosibirsk, Krasnoyarsk, Vladivostok, Ulan-Ude and others.

In the near future there are plans to connect about another 150 shops. This figure complements an existing network of 3,570 Pickup parcel shops and lockers in January 2019.

It is a new stage of cooperation between DPD Russia and Obuv Rossii: the partnership started in 2013 when the operator delivered goods to different shops of the network.

“We place high value on our partnership with such a dynamically developing company as Obuv Rossii and we are happy about this new level of cooperation. Delivering DPD parcels through the stores gives users convenient locations for receiving online purchases, attracts extra traffic for our partners and lets the shoe company diversify their services”, commented Ilya Martynov, DPD Russia Sales Director for Siberia and Russian Far East.

“One of our major goals for the future is integration into the logistics infrastructure of the Russian e-commerce market. Partnership with DPD, the biggest express delivery operator of this country, is a part of this strategy”, says Anton Titov, Obuv Rossii Group of Companies Director.