

CTT wins best Corporate Brands 2025 award

04-07-2025

CTT - Correios de Portugal was elected the best Corporate Brand at the Marketeer 2025 Awards, a distinction that reinforces its position as a reference corporate brand in Portugal, standing out for its solid values, digitalization and innovation in the field of mail and logistics.

This year's finalists were selected by Marketeer's editorial team and Editorial Board, based on the strategy, work and campaigns developed throughout 2024 in the areas of marketing, advertising and communication.

For João Sousa, Executive Director of CTT, “it is with great pride that CTT receives this award. This recognition reinforces our ongoing commitment to excellence, innovation and proximity to the Portuguese people. Thank you to everyone — employees, partners and customers — for being part of our history.”

The award validates the repositioning and

modernization of the CTT brand, which has gone from being a traditional postal company to a more diversified and digital group, with a strong presence in e-commerce and logistics, financial services and digital and sustainable solutions. Being recognized as the best Corporate Brand demonstrates that the CTT brand has been able to adapt to market challenges while maintaining the public's trust, its reputation and its history, which spans over 500 years.

The Marketeer Awards 2025 ceremony took place at the Convento do Beato, in Lisbon. This edition featured more than 250 finalists, in a total of 36 categories.

Source: [CTT Portugal Post](#)

DHL to deploy 1,000+ additional robots across UK Operations to support business growth in e-commerce and life sciences health care sector

09-07-2025

Until 2030, DHL's contract logistics business plans to significantly increase its scale in UK & Ireland as well as globally, with automation, robotics and digitalisation being a key enabler of this growth.

Milton Keynes - DHL Supply Chain today announces the investment of £550m (€637m) to expand its infrastructure and accelerate the rollout of automation across its customer operations in UK and Ireland, to support growing demand in the e-commerce and life sciences health care sectors.

The new investment builds on the €1bn already spent on automation by DHL Supply Chain over the last three years, with more than 3,200 digitalisation projects deployed across the UK & Ireland and EMEA. Until 2030, DHL's contract logistics business plans to significantly increase its scale in UK&I as well as globally, with automation, robotics and digitalisation being a key enabler of this growth.

Saul Resnick, CEO DHL Supply Chain UK & Ireland says, "Our investment reflects the growing opportunities across the UK market. Customers are increasingly recognising the benefits of digitalisation and, to date this year, we've already surpassed the number of deployments achieved last year. What's more, the integration of robotics and automation in customer operations is becoming more sophisticated, so customers are seeing greater benefits and faster ROI.

"This momentum is only possible with the right infrastructure and expertise in place, tailored to support high-growth industries like

e-commerce and healthcare. That's why we're investing for long-term impact, ensuring we are the go-to supply chain provider. The UK's new Trade Strategy reinforces this direction by supporting fast-growing sectors and enhancing access to global markets - priorities that closely align with our investment focus and customer needs."

Through strategic partnerships with technology companies, DHL is intensifying its commitment to go beyond classical vendor relationships to emphasise co-developing, testing, and scaling robotics solutions with leading innovators. This strategy has already resulted in more than 2,000 robots working collaboratively alongside our associates in the UK, Ireland and EMEA region. More than 750 Assisted Picking Robots from our strategic partners Locus Robotics and 6 River Systems are live across 18 sites in the region and DHL recently deployed the first Boston Dynamics Stretch Robot for container unloading in the UK. The Stretch robots have the ability to unload up to 700 boxes per hour, significantly reducing physical strain on warehouse colleagues and enhancing productivity in fast turnaround environments such as e-commerce.

Further supporting DHL Group's Strategy 2030, DHL will open a new DHL Health Logistics facility in Derby. The facility has been designed to support growth in the life

sciences and healthcare sector, which is projected to experience double digit growth in the UK over the next five years, driving demand for specialist logistics capabilities. Each site will feature cold chain and cleanroom facilities and will play a pivotal role in the wider DHL Health Logistics network, globally.

The investment plan reinforces the role of the UK as one of DHL Supply Chain's largest and most strategically significant regions. With long-standing trade and supply chain expertise, the UK has proven to be a resilient and adaptable logistics hub and plays a key role in global commerce as trade patterns continue to shift.

The announcement comes as the UK Government sets out its first Trade Strategy since leaving the EU - a timely backdrop that reflects a shared emphasis on strengthening global trade networks and supporting high-growth sectors, while aiming to unlock £5billion in new opportunities for British businesses. As the UK looks to strengthen its

position as a global trade leader, DHL's continued investment in automation and infrastructure in the UK and Ireland aligns with the strategy's focus on high-growth sectors and resilient, future-ready supply chains.

Tim Tetzlaff, Global Head of Digital Transformation, DHL Supply Chain, says, "At DHL, we're driving the next wave of automation, not as a one-size-fits-all approach but as a set of intelligent, adaptive technologies tailored to the specific needs of individual sectors. For e-commerce, for example, where the market is evolving and demand is growing, we're expanding our fulfilment capabilities to support that shift with automated solutions that significantly simplify high-volume operations. Meanwhile, in the growing life sciences sector, we're leveraging automation to respond faster to demand and manage complexity at scale with end-to-end visibility, amid a larger focus on patient-centric approaches and differentiated routes to market."

Source: [DHL group](#)

Australia Post welcomes increased penalties for dog attacks passed by SA Government

08-07-2025

Australia Post welcomes new South Australian legislation that introduces significantly tougher penalties for dog owners whose pets cause serious injury or harm to the public.

Under the strengthened reforms, South Australian dog owners could face fines of up to \$50,000 if their dog attacks a person after being subjected to a dangerous dog order. Fines up to \$25,000 will be issued for first offences. This follows Australia Post's recent announcement that more than 44 Posties a week are falling victim to a threatening dog – an average of nine per day².

Despite continued appeals to the public, recent Australia Post data revealed over 1,150 dog-related incidents were reported nationwide in the past six months. The growing frequency of parcel deliveries has led to almost 40% of dog incidents taking place on a customer's property – half of those when a front door is opened for a parcel delivery. Dog incidents occurring on the street account for 57% of all cases.

During this period, South Australia accounted for 60 dog-related incidents involving Posties, with the suburbs of Glynde, Lonsdale, Edinburgh North and Salisbury South identified as hotspots.

Australia Post General Manager Safety, Russell Munro, said the new legislation underscores the serious safety risks dogs can pose to team members and the public.

"We welcome these stronger penalties, which

send a clear message that dog attacks are serious and unacceptable.

"Our Posties deserve to feel safe while delivering for the community, and this legislation is a critical step in holding owners accountable and protecting frontline workers," Mr Munro said.

To help reduce the risk to team members, Australia Post is rolling out citronella spray to all Posties by the end of July. The water-based, non-harmful spray will serve as a last-resort safety tool in the event of an imminent dog attack.

In partnership with the South Australian Government, Australia Post also undertook a public awareness campaign in September 2024 delivering more than 310,000 personally addressed letters to dog owners across the state. The campaign provided information on responsible pet ownership and practical steps to prevent dog attacks on Posties and the broader community.

Australia Post continues to work with relevant state, territory and local governments to advocate for stronger animal management laws. More information on how to prevent dog-related incidents can be found here: <https://auspost.com.au/dog-safety>.

Source: [Australia Post](#)

E-commerce drives postal revenue up in 2024

10-07-2025

“Preliminary 2024 results show a modest revenue growth of 2.1% for posts worldwide. Complete 2024 results as well as results for the first half of 2025 to be unveiled in the IPC Global Postal Industry Report, in November 2025

Brussels, 10 July 2025 – According to preliminary results published today by International Post Corporation (IPC), postal operators worldwide saw revenue increase by 2.1% on average in 2024 ⁽¹⁾, mainly driven by parcels.

Holger Winklbauer, CEO of IPC, commented on the results: *“Preliminary results show that posts’ efforts to increase efficiency while at the same time to capture the e-commerce growth, paid off. The overall economic uncertainty continues however to put pressure on posts and calls for posts to pursue their transformation.”*

regions) continue to constrain pricing flexibility and add burden, especially for legacy mail networks and in rural areas.

The industry is responding by diversifying services (e.g. financial services, logistics) and investing in automation and digital platforms to increase efficiencies and improve service. Rising cross-border online shopping is lifting parcel flows. Posts are expanding e-commerce services to capture this trend. In Asia Pacific, a growing middle class and urbanisation are driving parcel demand.

Energy and labour costs are high. Despite wage pressures and fuel prices, parcel unit prices have been under competitive pressure. Posts are introducing automation and optimising networks to contain costs.

The industry outlook is cautiously positive, though success will depend on managing costs and sustaining parcel momentum. Potential upside comes from further e-commerce acceleration and new service offerings (same-day delivery, digital/identity services).

The complete 2024 results will be presented in the IPC Global Postal Industry Report, which will be published in November 2025. The report will include a comprehensive and detailed review of the postal industry, covering over 50 postal operators worldwide and analysing key market trends. A publicly available summary, the IPC GPIR Key Findings, will also be published in November.

For more information on the IPC Global

While global letter mail volumes dropped, reflecting continuing digital substitution, parcel volumes are rebounding, with online shopping and cross-border e-commerce as key drivers. Regulatory obligations (universal service mandates, price caps in some

Postal Industry Report, please visit:
<http://www.ipc.be/services/markets-and-regulations/market-intelligence/global-postal-industry-report>.

(1) Averages for 2022 and 2023 are sourced from the IPC Global Postal Industry Report 2024 and are based on 49 posts. Averages for 2024 based on an unweighted mean of results of the following 32 posts: An Post,

bpostgroup, Canada Post, China Post, Correios Brasil, Correos, Correos de Chile, Croatian Post, CTT Portugal Post, DHL Group, Iceland Post, Japan Post, Latvian Post, Le Groupe La Poste, Lithuania Post, Magyar Posta, Omniva, Österreichische Post, Pos Indonesia, Pos Malaysia, POST Luxembourg, Posta Slovenije, Poste Italiane, Posten Bring, Posti, PostNL, PostNord, Slovenska Posta, Swiss Post, Thailand Post, Ukrposhta, United States Postal Service.

Two-thirds of Germans are especially happy to receive a postcard

11-07-2025

There is a difference between receiving a fleeting greeting via messenger and a postcard that has traveled a long way and can be pinned up as a lasting memory.

Bonn - Summer vacation and travel = postcard time: The opinion research institute Forsa, on behalf of Deutsche Post, has found in a recent representative survey that 65 percent of the surveyed German citizens particularly enjoy receiving a traditional postcard as a vacation greeting. Three-quarters of respondents especially appreciate that someone thought of them and made an effort. Sixty-nine percent find postcards more personal than digital greetings. Nearly two-thirds value postcards most for the fact that they can be kept and, for example, pinned to the refrigerator. Following postcards in the Forsa ranking, with 61 percent, are WhatsApp and similar services. Thirty-seven percent enjoy phone calls, 18 percent appreciate greetings via social networks, and 16 percent prefer emails. Women are even more likely than men to be pleased by a postcard from vacation. In 2024, Deutsche Post transported a total of around 96 million postcards-both within Germany and to and from abroad. This volume is approximately on par with the previous year's levels.

Benjamin Rasch, Head of Product Management and Marketing at Deutsche Post, says: "Vacation and postcards go hand in hand. The current Forsa survey clearly shows this. It is further evidence that letters and postcards are still widely used despite advancing digitalization, especially when it comes to personal communication. We are very pleased that many citizens continue to send postcards from their vacations and are

delighted when one arrives in their mailbox. There is a difference between receiving a fleeting greeting via messenger and a postcard that has traveled a long way and can be pinned up as a lasting memory."

The top countries in postcard import and export

Traditionally, most postcards are written during vacation time. In 2024, the majority of postcards from abroad came from Austria, followed by Italy, Spain, France, and Switzerland. Regarding shipments from Germany to other countries, most postcards were sent to the USA, followed by Austria, the Netherlands, and Switzerland.

From a pricing perspective, sending a postcard in Germany is still inexpensive compared to international standards. At the beginning of the year, Deutsche Post raised the postage for domestic shipments to 95 cents and for international shipments to EUR1.25. In doing so, they standardized the prices for standard letters and postcards, as is already the case in most European countries. A look abroad shows that postage in many comparable European countries is more expensive: For example, sending a postcard abroad from Italy costs EUR1.35, from Spain EUR1.85, and from France EUR2.10.

Postcrossing: The world's largest postcard community celebrates 20 years

Postcards connect people worldwide. This is

evident from the successful free internet platform www.postcrossing.com, which allows users to receive and send postcards globally. It is celebrating its 20th anniversary this year. There are now over 800,000 "Postcrossers" in 209 countries, with around 65,000 members in Germany alone. This makes Germany one of the top five countries with the most "Postcrossers," following Russia, Taiwan, the USA, and China. The platform was launched in 2005, and since then, over 82 million international postcards have been sent through it. Participation is very simple: To write a card, one registers on postcrossing.com and is randomly assigned the address of another registered member. The sent card includes an identification code, which is confirmed by the recipient upon arrival. This way, participants can also receive

cards from other members.

On July 12 and 13, 2025, Postcrossing will celebrate its anniversary with the first international postcard fair at the Museum for Communication in Berlin. Postcrossers from around the world will attend and create a diverse program together. To mark the 20th anniversary of the platform, Deutsche Post will issue a special stamp.

As part of the Forsa survey, 1,003 individuals aged 18 and older were asked between June 26 and June 30, 2025, how they send vacation greetings, which types of vacation greetings they appreciate the most, and what they value most about postcards compared to digital vacation greetings.

Source: [DHL Group](#)

