DHL supports local retailers with new initiative

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DHL Parcel has launched a new initiative to support local retailers. The â€œDHL lokal handelnâ€ initiative is designed particularly for retailers who were forced to close their doors due to the current spread of the coronavirus (COVID-19) and since then have generated little or no revenue. Specifically, DHL is helping shop owners learn how to ship their products to customers and how to make them available online. Prominent e-commerce companies have joined the initiative, offering their platforms to retailers at attractive prices. Deutsche Post is helping each retailer spread the word about the availability of their products online by sharing the companyâ€™s expertise in creating simple and cost-effective regional mail campaigns.

“With ‘DHL lokal handeln’, we want to use our skills and expertise to deliver real help to local retailers hit hard by the corona crisis,” says Tobias Meyer, Deutsche Post DHL Group Board Member for Post & Parcel Germany. “Many simply don’t know how easy it is in the mail order business to get products to consumers. It’s also simple to start selling products online, thanks to the prominent platform operators who have joined us and the attractive prices they are offering. Obviously people in the area need to know that these products are now online – and we can help retailers understand the available advertising options. I believe that in the current crisis customers want to support local businesses.”

To take part in the initiative, retailers register to become DHL business customers. Small and medium-sized businesses can become DHL business customers starting at just 200 expected shipments per year. Business customers benefit from parcel prices lower than retail outlet and online prices and can also arrange pickup by DHL. Furthermore, they receive the required labels and shipping boxes in order to prepare their shipments. Retailers who would like to offer their products online and ensure they achieve sufficient reach on the internet can take advantage of the especially attractive starting offers and special promotions available from prominent marketplace operators. These offers have been established specifically to support local retailers in the current situation, alleviating the need to set up the necessary IT infrastructure and manage their own online shop.

In order to help small businesses reach consumers, Deutsche Post is also providing insights into the available options for regional and cross-regional advertising on a specially developed website (www.dhl.de/lokal-

handeln). Experts at 23 Deutsche Post direct marketing centers across Germany are standing by to assist when needed.

In addition to launching a delivery service last week for especially high risk people as part of an initial pilot project in Heinsberg, Germany, this Deutsche Post and DHL initiative is giving customers hit hard by the current pandemic more opportunities to mitigate the situation.

A letter and flyer will be sent out nationwide this week to inform local retailers across Germany about the scope and features of the "DHL lokal handeln" initiative.

Source: Deutsche Post DHL

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