International Post Corporation

Posten Norge AS becomes Posten Bring AS

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Posten Norge AS changes company name to Posten Bring AS. The brands Posten and Bring will remain unchanged. The name change will highlight the important role the logistics business plays. Under the Bring brand, Posten has brought together its offer to business customers in the Nordic market and to private customers outside Norway within e-commerce, logistics, as well as storage solutions and international forwarding. The logistics business accounts for close to 80 per cent of the group's income.

Posten Bring reflects the breadth of our business. Posten is the foundation for everything we do. Posten has a proud history of how, over several hundred years, the company has built and developed socially important infrastructure to ensure the delivery of letters and parcels throughout Norway. With Bring, we have established a solid Nordic logistics network, especially within e-commerce. The Posten Bring group will continue to make everyday life easier and the world smaller, says CEO Tone Wille of Posten Bring AS.

The name change only affects the company name. Customers and the market will not notice any difference. Today's brands and logos must be used in the same way as today. There are only minor costs associated with technical and legal work with changing the company name.

It was Posten's owner, the state at the Ministry of Trade and Fisheries, who decided on the change at the company's general meeting on 6 June this year, following a recommendation from the board.

Posten was established in 1647 and is Norway's oldest business. Posten is the brand that meets private individuals throughout Norway when parcels and letters are delivered. Bring encompasses all Nordic and international operations within e-commerce and logistics.

Posten Bring today has two strong brands that work together for the best possible customer experience.

Source: Posten Norge