

DHL and Westwing strengthen their partnership for faster and more sustainable shipping

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The advanced DHL International Logistics Center near Westwing's European Logistics Center enables faster processing and delivery across Germany and Europe.

Bonn - DHL Group and Westwing, Europe's #1 in Beautiful Living e-commerce, are expanding their long-standing partnership to offer faster and more sustainable shipping. With DHL's GoGreen Plus service, Westwing deliveries are made with reduced transport-related greenhouse gas emissions. In addition, all Westwing shipments fulfilled by DHL exclusively use paper-based packaging materials, limiting the use of plastic. DHL is also handling a higher share of Westwing's parcel volume.

The Post & Parcel Germany division of DHL Group and Westwing have enjoyed a successful collaboration for several years, establishing DHL as one of Westwing's most trusted partners for last-mile deliveries. Building on this foundation and as part of Westwing's premiumization strategy, extensive market research identified DHL as its premium delivery partner in Germany. This recognition aligns with Westwing's mission to provide a premium shopping and delivery experience for its customers.

Driven by a shared commitment to

sustainability, Westwing and DHL are expanding their shipping offerings through DHL's GoGreen Plus service. By relying on insetting and the "book & claim system", the GoGreen Plus service actively reduces greenhouse gas emissions through investments in logistics solutions across the supply chain, such as electric delivery vehicles, sustainable fuels, and renewable energy sources. The "book & claim system" is a way to de-couple the benefits of sustainable fuels from the physical product and transfer them separately to paying customers such as Westwing, even when their shipments are not physically transported with the assets using these fuels.

By prioritizing more emission-reduced shipping, both companies aim to meet the growing consumer demand for efforts to address greenhouse gas emissions.

Together with DHL, Westwing now offers the 'PUDO' (Pick-Up / Drop-Off) option in Germany, providing deliveries to lockers and drop-off locations for the permanent assortment. This year, the service will be

extended to non-permanent assortments, enabling customers to use PUDO across Westwing's entire product portfolio. The service responds to growing customer demand for flexible and convenient last-mile solutions.

Valentin Dessel, Key Account Manager Post & Parcel Germany at DHL Group, said: "We are thrilled to strengthen our partnership with Westwing. Together we look forward to delivering exceptional shipping services and supporting our customers' values through GoGreen Plus."

Erick Gerber, Chief Operations Officer at Westwing, added: "At Westwing, operational excellence and sustainability go hand in hand. By expanding our collaboration with DHL and making use of GoGreen Plus, we are not only making our supply chain faster, but also less carbon-intensive. This initiative represents an important milestone in our sustainability strategy and a further step towards offering our customers an even higher-quality service experience, and this is only the beginning."

To further optimize its European logistics network, DHL has made a strategic investment in its advanced International Logistics Center in Poland, located just two kilometers from Westwing's European Logistics Center (ELC) in Robakowo (close to Poznań). This facility is designed to improve operational efficiency by reducing transport times and streamlining parcel sorting processes. Westwing was among the first partners to secure access to this state-of-the-art facility, enabling for quicker processing and distribution of its products to customers across Germany and beyond. The International Logistics Center allows DHL to provide significantly faster lead times to German Westwing customers, with some orders being delivered in as little as two days.

This rapid turnaround is expected to boost customer satisfaction and loyalty. Beyond Germany, DHL eCommerce is supporting Westwing's international growth and customer satisfaction by contributing to a consistent, high-quality delivery experience across selected European markets.

Source: [DHL Group](#)