200 Bboxes at Q8 stations by the end of the year

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This week, Bpost inaugurated its 100th Bbox at a Q8 station. The parcel company aims to double the number of Bboxes at Q8 stations this year, bringing the total to 200 units. This is aimed at meeting consumersâ€™ demand to combine parcel pick-up and drop-off with their daily travel.

This year, Bpost aims to expand its automated parcel network across Belgium with more than 1,000 new Bboxes allowing customers to collect or send parcels 24/7. When selecting new locations, the possibility of one-stop shopping plays a major role. Belgians prefer to combine parcel pick-up or drop-off with other trips, such as commuting, shopping, or even refuelling or charging their car. That makes petrol stations particularly attractive locations for Bboxes.

More Bboxes, more customers

Together, Bpost and Q8 have selected 200 locations suitable to be equipped with a Bbox by the end of the year. This represents nearly half of all Q8 stations in Belgium. An important milestone has already been reached: the 100th installation was placed at the Q8 station in Jumet, Charleroi.

Laurens Himpe, Chief Automated Parcel Officer at Bpost: “The number of parcels delivered to our Bboxes increased by 90% last year. It remains crucial to continue expanding our network in locations where people pass by every day. For that, we rely on trusted partners such as Q8. We are therefore very pleased with this collaboration, which will result in hundreds of new Bboxes in prime locations.”
Last year, 694,000 customers used a Bbox for the first time. 75% of them combine it with their daily travel. This reduces the number of kilometres driven per person, which is beneficial for the environment. In addition, research (*n=218, study conducted by Bpost Market Intelligence) shows that 35% of Bbox users at Q8 locations combine parcel pick-up or drop-off with refuelling, charging, or shopping in the store.

Sarah Pillen, Shop & Dealer Performance Manager at Q8: “We aim to further develop our fuel and charging stations into accessible convenience hubs where customers can also eat, shop, and access other services, even when others are closed. With Bpost, we welcome another strong Belgian brand alongside Delhaize and Panos, making our locations even more relevant as destinations

for customers on the move and in the neighbourhood."

Source: Bnode

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