



PostNL and Picnic join forces on returning parcels

28-03-2025

Starting today, online supermarket Picnic will also collect return parcels for PostNL. When customers receive their groceries at home, they can now simply hand over their return package to Picnic's runners. This partnership offers more choice to consumers returning parcels via PostNL. The collaboration stems from the joint sponsorship of the cycling team Team Picnic PostNL.

Following a successful pilot in Arnhem and Nieuwegein, the service is now available in all Dutch cities where Picnic delivers groceries. Returning parcels with a valid return label can easily be handed over to Picnic's runners. They will scan the return label on the parcel and take it to a local hub, where PostNL will collect and process the return.

Picnic and PostNL have been title sponsors of Team Picnic PostNL, the Dutch cycling team, for several months. "Our sport partnership quickly sparked discussions about the opportunity to handle return parcels from Picnic customers," said Pim Berendsen, CFO of

PostNL. "Online shopping is increasingly part of everyday life, and it's our responsibility as e-commerce companies to make sending and returning parcels easier through innovative solutions."

Michiel Muller, co-founder of Picnic, adds: "Customers have told us they appreciate not having to leave the house for just one parcel. Many have asked when we would start taking PostNL parcels too." Starting today, that is possible in every city where Picnic delivers.

Source: [PostNL](#)