

Posti to Cooperate with German circuly - Offering Nordic Companies a Turnkey Solution for Rental and Subscription Business Models

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Posti is beginning a collaboration with circuly, a German software company that enables businesses to operate rental and subscription business model. Posti will serve as a logistics partner for the Nordic and Baltic markets, and will provide solutions for in-house product maintenance and related services.

Businesses are facing increasing pressure from both consumers and regulators to implement more sustainable practices and incorporate circular economy principles such as prolonging lifecycle of products, reusing useful materials or, for example, refurbishing products.

Posti aims to assist companies in the green transition by making the circular economy easier, more appealing, and financially viable for both businesses and consumers. Posti's existing offering for companies starting circular economy businesses includes not only traditional transport and storage but also services related to condition inspections, repairs and refurbishment, and commercialization.

However, the circular economy is primarily about extending the life cycle of products and extracting useful material for reuse, thereby reducing the demand for new raw

materials and minimizing the need for environmentally harmful production processes. For that, rental or subscription-based services provide companies with an effective way to incorporate circular economy principles into their business models.

That's why, in addition to existing services, Posti has partnered with circuly, a German software company that enables companies to facilitate rental and subscription services for physical products.

Posti offers companies product-related transportation and storage services. Since the life cycle management of rental and subscription-based products is crucial, Posti also provides maintenance, inspection, and servicing solutions.

To make such business models scalable, circuly's software platform enables an eCommerce like journey, product listing,

rental and order management, recurring billing and invoicing, as well as customer relationship management, all integrated into the company's own website and systems.

"Together with circuly, we can offer a turnkey solution for companies looking to launch or scale a rental or subscription-based business," says Ilari Puputti, Customer Engagement and Insights Lead, Circular Economy at Posti.

Unlocking New Opportunities for Nordic Companies

For Nordic companies, the cooperation between Circuly and Posti offers a unique

opportunity to test and scale subscription or rental models with minimal risk. Circuly's platform allows businesses to easily manage their inventory, billing, and customer interactions, while Posti handles the logistics and fulfillment aspects—ensuring timely delivery and returns of rented or subscribed products.

"Companies in the Nordics have a unique opportunity to lead the change in circularity," says Michael Schmidt, Enterprise Account Manager at circuly. "We are excited to collaborate with Posti to help businesses in the region meet the growing demand for sustainable business models."

Source: [Posti](#)