

## **bpostgroup becomes bnode**

09-12-2025

A new brand architecture to support the transformation into a logistics leader.

Six months after Capital Markets Day, the group is taking a decisive step and unifying its identity around bnode. The name of bpostgroup changes to bnode, as of today. The further rebranding of the 3 business units will unfold progressively, with bnode ultimately encompassing paxon (3PL), Landmark Global (cross-border) and bpost (BeNe last-mile).

"The time has come to make the transformation more tangible," explains Chris Peeters, CEO of bnode and bpost. "This new brand architecture reflects our strategic repositioning from a postal operator with logistics capabilities to a logistics leader also offering postal services. It unifies our capabilities, simplifies the customer experience and demonstrates our concrete progress."

From 31 brands to a four-brand architecture bpostgroup is adopting the name bnode as its new corporate brand, supported by three commercial brands: paxon for 3PL activities, Landmark Global for cross-border activities, and bpost for the last mile in Belgium and the Netherlands. This new brand architecture is a major step in the implementation of the strategy.

The change comes six months after the Capital Markets Day in June 2025, during which the group presented its ambition to become a digital expert in parcel size logistics, active in Western-Europe, North America and Asia. The rebranding translates all of this into a clear and unified visual identity.

The group currently operates with 31 different brands, each with its own values and positioning. The new four-brand architecture brings clarity, consistency and commercial impact, while reflecting the group's strategic repositioning.



with the cross-border business, and continues in the second quarter for 3PL.

paxon: the unified 3PL brand for Europe and North America

paxon unifies the group's 3PL activities, including Staci, Radial Europe and North America, and Active Ants, and their subsidiaries. The name combines "pack" (the essence of logistics) and "on" (always in motion), evoking dynamism and reliability.

The root "Pax" (peace in Latin) symbolizes the peace of mind offered to customers through a smooth and secure service.

bnode: a group identity rooted in connection

The name bnode embodies the group's renewed identity. The "b" refers to Belgium and bpost, while also evoking concepts such as "borderless," "business," and "bridge." The term "node" refers to a connection point in a network, giving a modern and digital dimension to the group's identity.

"bnode tells a story of connection, growth and ambition," says Chris Peeters. "It's a name that works across countries, sounds modern and shows that we are ready for the future."

Three commercial brands aligned with the business units

The implementation of the name change of the commercial brands will start in January

"Most 3PL-customers knew one of the multiple brands, while today, we have joined forces and together, we present a much broader and stronger logistics service offering," explains Thomas Mortier, CEO of paxon Europe. Tom Schmitt, CEO paxon North America; "paxon better reflects the extent of our logistics services. A single third-party logistics (3PL) brand allows us to work better together, offer integrated solutions and position ourselves in a much clearer way in the market."

Landmark Global: the cross-border brand with an international reach

Landmark Global maintains and strengthens its position as an expert in cross-border flows. The name "landmark" evokes milestones and key moments, while "global"

underlines the group's global reach and expertise.

"This new brand identity reflects the evolution of a company that has grown into a unified, global logistics leader," says James Edge, CEO of Landmark Global. "Although our look is new, the dependable service and cross border expertise we're known for remains the same."

bpost: a modernized reference brand for the BeNe

bpost is maintaining its name for last-mile activities in Belgium and the Netherlands, with a modernized visual identity. This continuity is based on the trust and notoriety of the brand among Belgian consumers.

"Keeping bpost for the BeNe last mile allows us to capitalize on this trust and strengthen it," adds Chris Peeters. " This business unit will also include our subsidiaries such as Dyna and speos, ensuring full alignment under our renewed brand architecture " Increased clarity for customers and stakeholders

" This new architecture brings clarity and impact," says Christel Dendas, CCO of bnode. "It sharpens our identity and service offer, making it easier for customers to see the full service range we deliver. By unifying our brands, we boost recognition and strengthen the value proposition as a group."

Source: [bnode](#)