International Post Corporation

Posti to cooperate with Black Winch â€“ offering companies support in Product-as-a-Service model

07-04-2025

Posti is beginning a collaboration with Black Winch, the world's exclusive authority in Product-As-A-Service, that helps manufacturers build Product-as-a-Service (PaaS) business models. 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.

Consumers are increasingly shifting to subscription-based business models, and companies need guidance in adopting them.

"Our customers want practical solutions to move from selling products to selling an outcome," says Yann Toutant, CEO of Black Winch. "With Posti on board, we're making that shift seamless, profitable, and scalable."

"We're excited to join forces with Black Winch to accelerate PaaS adoption. By combining their hands-on approach with our advanced logistics and fulfillment network, we're helping businesses unlock new revenue streams while improving efficiency and sustainability," adds Peter Ervasalo who oversees Posti's Fulfillment and Logistics Services in Sweden.

Seamless logistics act as the foundation of profitability in PaaS

A Product-as-a-Service model is truly viable only when equipment can be used by multiple users over its lifecycle. The ability to maintain and rotate assets efficiently among customers is the foundation of profitability. This makes logistics not just a support function, but a critical success factor for the entire business model.

Posti's logistics solutions ensure smooth transitions between users, whether through efficient pick-up, refurbishment, or redistribution. This enhances both customer experience and the bottom line, turning circular logistics into a true competitive advantage.

Posti and Black Winch share a commitment to building a more sustainable, circular economy. Through the partnership, we can offer companies in the Nordics and Baltics a clear roadmap, seamless logistics solutions, and end-to-end support for the execution of the PaaS business model.

Source: Posti