DHL and leading e-commerce platform PrestaShop unveil new strategic partnership

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Deutsche Post DHL Group announced its strategic partnership with PrestaShop, a rising global player in e-commerce software and leader in the European and Latin American markets. As the growing web shop's global partner in e-commerce fulfillment, DHL is poised to bolster its world-wide presence by engaging PrestaShop's approximately 300,000 participating merchants via joint promotional events and an intuitive pre-installed DHL fulfillment app, seamlessly integrated into PrestaShop merchants' back-offices.

"Our DHL fulfillment app will be a highly visible and cohesive aspect of the merchant's PrestaShop experience. Implementing quick and intuitive customer tools for e-commerce fulfillment like this one demonstrates once again DHL's commitment to putting the customer experience at the center of the logistics industry's digitalization journey, and is also a key element of our Strategy 2025," explained Katja Busch, Chief Commercial Officer DHL.

Merchants will benefit from DHL's extensive global logistics network and e-fulfilment know-how to realize customers' orders. The partnership is set to expand further in the near future to include additional DHL service offerings.

"The DHL fulfillment module provides easy access for small entrepreneurial and medium sized businesses to the DHL Supply Chain fulfillment capabilities. With our European Fulfilment Network, we can provide on-demand fulfillment across any of our 30 strategically placed warehouses, covering all key European markets. This gives customers access to a state-of-art distribution network ready to support their international growth - now with a standardized and fully tested IT integration with PrestaShop," highlighted Hendrik Venter, CEO DHL Supply Chain for Europe, Middle-East and Africa.

Alexandre Eruimy, CEO of PrestaShop, added, "We are thrilled to embark on this partnership with DHL and look forward to working even more closely with them. As our global logistics partner, DHL brings its international experience and network to our community. This will take PrestaShop's merchant and consumer experience to the next level in the coming years."

The agreement sets up a comprehensive plan

for enhanced marketing and events to promote the benefits the exclusive partnership generates for merchants and customers around the world. In addition, DHL will be sponsoring future events such as the PrestaShop Day in Paris in mid-October. With an eye on transparency and generating fresh prospects, DHL will also connect regularly with PrestaShop's partner and agency network via webinars and whitepapers.

Source: Deutsche Post DHL

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