

Delhaize awards bpost the contract to deliver its weekly folders

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Starting January 2024 bpost will deliver Delhaize's weekly advertising folders. The unaddressed folders will be delivered to hundreds of thousands of Belgian households as part of the regular mail rounds, which will significantly reduce Delhaize's ecological footprint.

Delhaize and bpost grow their partnership

bpost already delivers Delhaize ad folders. Now bpost will also deliver the weekly unaddressed ad folders. As a result, Delhaize campaigns will reach a large number of households in their homes.

"We are delighted that Delhaize has chosen bpost to deliver its weekly ad folders. The retail chain felt it was important that the folders were delivered with a limited amount of other advertising. That strengthens the visibility of their promotional offer," says Jos Donvil, CEO bpost.

Carbon emissions and climate: shared values

Both Delhaize and bpost work very hard to reduce their respective carbon footprints. Emission-free mail and parcel delivery is a major sustainable business goal for bpost.

Sustainability efforts are also an integral part of Delhaize's strategy. For example, Delhaize has halved the volume of paper folders since the beginning of 2023, choosing to spread its marketing messages in various channels. The combination of paper and digital boosts the reach of its promotional offers. In doing so, Delhaize naturally takes full account of customer preferences.

"Delhaize and bpost, two familiar Belgian brands, enjoy a long and successful working relationship. Delhaize is very pleased to adding this new facet. It enables us to further optimise deliveries of our offers based on solid data," says Aude Mayence, Vice President Marketing & Digital at Delhaize.

Source: [bpost](#)