International Post Corporation

62 new parcel machines: Rae Municipality and Omniva pilot a dense close-to-home parcel network

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Omniva, in cooperation with Rae Municipality, is installing 62 close-to-home parcel machines in the area. Together with the eight existing machines, this will bring the number of Omniva parcel machines in the municipality to 70. The aim of the pilot project is to test how a significantly denser parcel machine network works in practice.

The parcel machines will be installed in residential areas with private houses, terraced houses and apartment buildings in Peetri, Järveküla, Uuesalu and Jüri. Installation will begin this week and continue until December.

“Currently, parcel machines are generally located in places where many people come together, such as near shops. In Rae Municipality, we are testing a new approach: what happens when we develop, across an entire area at once, a network of smaller parcel machines located much closer to people’s homes,” explained Tanel Raun, Product Manager for Omniva’s parcel machine network.

Omniva will monitor the use of the parcel machines and collect feedback from Rae residents. Based on this, modules can be added to the machines or the machines can be relocated.

“The close-to-home parcel machine pilot project will bring parcel services closer to residents and help them save time. It is also important to us that the solution develops in line with users’ needs and that, based on feedback, the network can be adjusted to serve the locations where it is needed most,” said Gerli Lehe, Mayor of Rae Municipality.

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The Rae project is Omniva’s second regional pilot project. The first was launched in Lääne-Nigula Municipality in September.

“These areas are very different, and that is precisely what makes them valuable to us. In Lääne-Nigula, we are testing how to bring parcel services closer to people in rural areas. In Rae Municipality, we are testing a dense network in highly populated residential areas. The experience gained from these pilots will inform our next expansion decisions,” said Raun.

According to customer surveys, proximity to home is the most important factor when people choose a parcel machine. In 2026–2027, Omniva is investing in several types of smaller parcel machines suitable for installation within communities. They can easily be expanded with additional modules, reduced in size or relocated. In total, Omniva's network will expand by approximately 600 parcel machines.

Parcel machine locations in Rae Municipality

Using the parcel machines

The new parcel machines can be used both to receive and send parcels. Parcels can be registered for sending in the Omniva app or at minu.omniva.ee. At present, private customers can use the machines for sending parcels, while this functionality is still being developed for business customers. If a parcel machine is full or a parcel does not fit, the parcel will be redirected to a nearby larger parcel machine.

Source: Omniva

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