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Hermes UK transforms into â€˜Evriâ€™ after â€œdramaticâ€ growth

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Hermes UK announced today it will rebrand as â€˜Evriâ€™, pay pensions to its self-employed delivery couriers and improve its customer service as it steps up organic growth investments 18 months after being acquired by financial investor Advent International.

The high-margin British consumer delivery firm, which has experienced spectacular growth during the pandemic, plans to roll out the 'Evri' brand with a new logo and brand identity across all its locations, vehicles and ParcelShops. It will also launch its first-ever TV advertising campaign later this month.

CEO Martijn de Lange declared: "This rebrand follows significant investment and two years of dramatic growth which has resulted in our entire business going through a major transformation programme."

He stressed: "It is more than just a name change – it is a statement of intent of our commitment to leading the way in creating responsible delivery experiences for 'Evri one', 'Evri where'. It heralds a new culture and an even better way of doing things in an ever-evolving world – building on our achievements and successes."

Source: CEP-Research