PostNL and CB to collaborate via CB Healthcare partnership

30-04-2020

Logistics service provider and PostNL today announced that PostNL intends to acquire a minority stake in CBâ€™s healthcare arm. In response to the growing market for healthcare logistics, PostNL and CB are â€“ through their new CB Healthcare partnership â€“ seeking to collaborate even more closely, supporting healthcare sector clients with a wide range of logistics solutions, such as deliveries of wound care and incontinence products to peopleâ€™s homes and care institutions. The transaction is expected to complete in July 2020.

More straightforward and patient-oriented
Senior citizens are living independently in their own homes ever longer, and care is increasingly being provided remotely. These changes call for a more straightforward and patient-friendly set-up of logistics in the decades ahead. This partnership between CB and PostNL responds to a growing societal need for direct deliveries of (preventive) care to the elderly and patients in the home. In addition, both companies are seeing growing demand for logistics support from hospitals and care institutions.

Personalised and at any time
Hans Willem Cortenraad, Managing Director at CB, commented: “CB has been focusing on the healthcare market for a fair few years now. We’re able to shorten logistics supply chains in healthcare while adding personalised service, helping care providers to spend less time on logistics and better facilitate consumer health requirements. Our collaboration with PostNL will help us to better respond to changes in the healthcare market and to scale up to meet the increasing demand for products and services that can be personalised and delivered at any time. By joining forces, we’ll both be smarter, faster and more efficient in healthcare logistics.”

Improved logistics solutions
Liesbeth Kaashoek, PostNL’s Parcels and Logistics Director, added: “PostNL and CB have been partnering successfully for years, drawing on our granular, specialist network. Care is increasingly provided in people’s home environment and we see a growing demand for logistics services from our clients. By taking on the logistics end, we help care professionals to focus on providing care. PostNL and CB share an ambition to make the logistics process smarter and more tailored to the needs of patients and care providers. By working closely together, we expect to be

able to accelerate the achievement of our plans."

Source: PostNL

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