



World Cup fever: Paxon powers promotional campaigns for Leading sponsors

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As millions of fans follow the action on the pitch, Paxon is playing a crucial role behind the scenes, supporting some of the largest promotional campaigns tied to football's biggest tournament. Paxon, acting as the dedicated 3PL entity of Bnode and consolidating Active Ants, Staci, Base Logistics, and Radial into a unified pan-European network is delivering large-scale operations that bring sponsor activities directly to consumers across Europe.

Across several European countries Paxon's teams are currently managing the end-to-end logistics of complex promotional activations for several official sponsors of the competition and national teams from in-store visibility and branded merchandise to consumer giveaways and direct-to-fan deliveries.

"At the end of the chain is a fan experience and for our customers, the World Cup is a unique opportunity to connect with consumers at scale and at speed", says Manuel Olberding, Chief Commercial Officer (CCO) of Paxon (3PL Europe and Staci Americas). "Our role is to make sure every campaign delivers exactly as intended - so that every promotional item, every prize and every interaction reaches the consumer seamlessly, creating real impact at the moments that matter most."

In France, Paxon is managing storage, order preparation and nationwide distribution of

Panini's iconic collectible products across the country, ensuring stable flows even during peak demand. A partnership built on over a decade of operational reliability and scalable capacity.

Paxon, in Spain, supports the logistics behind an interactive football-themed activation for a major soft drink brand, combining prediction games and instant-win mechanics designed to engage consumers throughout the tournament.

In the United Kingdom, thousands of promotional items have already been prepared and distributed for two of the tournament's biggest sponsors in the beverage sector, among them Coca-Cola Europacific Partners: branded footballs and fan kits destined for events, retailers and consumers alike.

Paxon is managing football-themed point-of-sale distribution for beverage and



confectionery brands in Belgium, delivering materials to hospitality venues and retail outlets, while shipping prizes and

promotional gadgets directly to consumers as part of nationwide win campaigns.

Source: [bnode](#)