International Post Corporation

The post with the package record during Black Week

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During Black Week, Posten Bring handled 11 percent more online shopping packages compared to last year's record year. Christmas shopping seems to have started earlier than before.

– We at Posten Bring have had an incredible week with large parcel volumes on their way to terminals, distribution units and postmen. An increase of 11 percent means a lot of parcels from online shopping. So far in the week after Black Week, we look to have even greater growth, says Executive Vice President for e-commerce and logistics at Posten Bring, Thomas Støkken.

Over the next few weeks leading up to Christmas, the group's forecasts and experience indicate that around 2.5 million packages will be sent and handled – every single week.

WELL PREPARED: Executive Vice President of e-commerce and logistics, Thomas Støkken, says that Posten Bring has prepared well for this year's peak season. Photo: Posten Bring

– We have never before handled such large parcel volumes during Black Friday and Black Week as we have this year. This also means a lot of pressure on our parcel boxes and serviced collection points. Nevertheless, we are well prepared with 700 extra employees distributed throughout the country. It will therefore be of great help if parcels are collected quickly after receiving a collection notice from Posten Bring, continues Støkken.

To illustrate the large volume of packages that are now on their way out of Posten Bring's terminals, 40 million tracking searches for packages were made through the Posten app in the last 24 hours.

– At its peak, there were 520 tracking searches per second. The most eager users stop by to check the tracking of their package 15-20 times, while the average user checks two or three times, concludes Executive Vice President Støkken.

Source: Posten Bring