

## ALDI renews its trust in bpost for the delivery of its leaflet

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bpost will continue to deliver ALDI's folders each week throughout Belgium. "The advertising folder is a key element of our communication strategy towards Belgian consumers. It helps them to protect their purchasing power in these difficult times" says Isabelle Henderick, Managing Director Marketing & Communication at ALDI Belgium. "This is why we are paying particular attention to the search for a partner who can guarantee us maximum coverage of the country, with a high level of delivery quality."

Thanks to the density of its network, its infrastructure and the involvement of its teams in the field, bpost offers this guarantee. "This agreement is also based on close collaboration between the ALDI and

bpost teams" adds Sébastien Marionex, VP Sales at bpost Belgium. "This allows us to anticipate and respond in the best possible way to unforeseen challenges in the field".

Source: [bpost](#)