



Paxon launches as Bnode's unified global 3PL brand

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Brussels, 30 September 2026 - Bnode today officially launches Paxon, its unified third-party logistics (3PL) brand, bringing together leading logistics businesses across Europe, Asia and North America. Combining eCommerce fulfilment and point-of-sale logistics expertise, Paxon helps brands simplify complex supply chains and expand across markets.

The launch marks an important milestone in Bnode's transformation into a digital expert in international logistics and services. By bringing its 3PL activities together under a single brand, Paxon creates a unique platform for growth and collaboration across markets and services.

Operating across Europe, Asia and North America, Paxon combines international scale with local expertise to help brands grow through eCommerce omnichannel and fulfilment, and point-of-sale and marketing execution services. Built on the foundations of Radial, Staci, Active Ants and Base Logistics, Paxon brings together decades of expertise under one global identity.

The name Paxon, derived from the Latin word pax (peace), reflects the company's ambition to bring clarity, reliability and peace of mind

to increasingly complex supply chains.

"Paxon brings together Bnode's 3PL capabilities under one identity, creating a stronger international proposition for brands and retailers. By connecting expertise, technology and operations across markets, Paxon helps customers navigate increasingly complex supply chains more effectively. With Paxon, we have a clear platform to support our clients' growth across multiple channels."

— Chris Peeters, CEO Bnode

As part of the new organization, Rainer Kiefer will serve as CEO Paxon Europe & North America Midmarket, while Eduard Garcia Torrejon becomes CEO Paxon North America, both reporting to Chris Peeters, CEO of Bnode.

Source: [Bnode](#)