International Post Corporation

Posti is now Posti also in Sweden â€“ Celebrating with a Love Song by Miriam Bryant and KÃ¤Ã¤rijÃ¤

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Posti is now operating in Sweden under the name Posti. Aditro Logistics, one of Sweden's leading logistics companies, will also adopt the Posti name.

As part of its updated strategy, Posti is focusing more strongly on growth, with international offerings playing a vital and ambitious role. In Sweden, Posti provides warehousing, in-house logistics, and staffing solutions for logistics professionals. Additionally, Posti assists e-commerce companies with deliveries to Finland and the Baltics. By offering services across the Nordics and the Baltics, Posti aims to support its customers' international growth.

"We see clear growth opportunities in Sweden. We can serve a wide range of companies, especially those operating in both countries. Our customers are satisfied, and we are constantly developing our operations and services together across national borders.

However, the Swedish market is twice as large as Finland's, and Aditro Logistics and Posti are relatively unknown. Operating under one brand will help with this, but growth also means investing in building awareness," says Peter Ervasalo, SVP, Warehousing and Logistics Services Sweden.

This change is part of a larger transformation where Posti will operate under the name Posti in Finland and Sweden, and under the name SmartPosti in the Baltic countries. The SmartPosti brand was launched in Latvia on February 4, in Estonia on February 26, and will be introduced in Lithuania in the coming weeks.

Source: Posti