International Post Corporation

Omniva launches Picapac private parcel locker pilot project in Rae municipality

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International logistics and technology company Omniva is offering residents and businesses in Peetri, Järveküla and Uuesalu the opportunity to apply for a pilot project during which Omniva will install a limited number of Picapac private parcel machines next to private houses and terraced house units.

"Both consumer surveys and Omniva's statistics confirm that Estonians believe in parcel machines. When choosing a parcel machine, proximity to home is the most important factor for people. Omniva's goal is to bring its network significantly closer to every person. This year, we will begin installing smaller parcel machines in villages and small settlements across Estonia and will take a larger step toward expanding the network of Picapac private lockers designed for home use," said Martti Kuldma, CEO of Omniva.

Picapac allows users to receive, return, and send parcels. The locker can be used by all service providers – in addition to Omniva, also other parcel companies, food couriers and more.

"Picapac is a smart solution for families who order frequently, and for small businesses that ship regularly. Shipments move directly from your doorstep, without the need to wait for a courier or make time-specific delivery arrangements," said Aleksei Kolesnikov, Head of Product of Picapac at Omniva.

As part of the pilot project, Omniva will install a limited number of Picapac lockers next to private houses and terraced house units in Peetri, Järveküla and Uuesalu.

"Our aim is to test whether Picapac could become a large-scale part of Omniva's last-mile infrastructure in densely populated residential areas. We want to assess demand in the area, expected usage levels, whether a dense Picapac network would increase Omniva's operational efficiency, and whether it would be economically viable," Kolesnikov explained.

Applications for the pilot project open today, 20 February, by completing the application form HERE. The number of places in the project is limited. Omniva will contact all suitable applicants and make individual offers.

If the pilot project proves successful, Omniva plans to actively expand the Picapac solution to other residential areas with a high number of parcel recipients and senders.

Source: Omniva

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