

## Interview - New IPC cross-border shopping platform offers integrator features at postal prices

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IPC will shortly launch a new platform for e-retailers to increase cross-border sales with a wide range of postal delivery solutions for online shoppers, CEO Holger Winklbauer told CEP-Research in an interview. The postal association's forthcoming Dynamic Merchant Platform "is bringing the functionalities of integrators to marketplaces and retailers at the price of the post", he said on the sidelines of the IPC Drivers' Challenge event in Estoril Portugal. "This is the big opportunity for the next 12-18 months," the IPC chief said. He declined to put an exact timescale on the full launch but emphasised that the platform was technically ready to be launched with customers.

Source: <https://www.cep-research.com/news/interview-new-ipc-cross-border-shopping-platform-offers-integrator-features-at-postal-prices>