

## Quick pickup services for online purchases are in great demand: Verkkokauppa.com's pickup warehouse in Vantaa to move to a larger Posti warehouse

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Verkkokauppa.com will move its pickup warehouse in Vantaa from Tuupakka to Posti's larger warehouse premises in Voutila on August 15, 2019. The company's pickup warehouse located next to the Jätkäsaari outlet will remain open as usual. Buyers can visit the pickup warehouse to quickly pick up large products – such as home appliances – that have been paid for in advance, immediately after payment has been made and without having to deal with the heavy traffic in central Helsinki.

“In accordance with its strategy, the company is seeking growth in the coming years, and the move to the new premises in Voutila lays a solid foundation for this growth. Moving to modern and well-functioning premises was necessary in order to ensure that our product range can be developed systematically and that the customer experience remains at a high level,” says Panu Porkka, CEO at Verkkokauppa.com.

“Being able to create a quick and optimized service was important for us. We therefore prioritized speed in the planning of the new pickup warehouse. After the customer has paid for the product via the online store, they can immediately pick it up from the Posti warehouse. Being able to quickly buy and pick up a new home appliance is especially important in situations where an essential home appliance has stopped working. The replacement for a broken refrigerator can be bought on the Verkkokauppa.com website, and the new refrigerator can be picked up immediately from the Posti warehouse. Warehouse personnel will also assist customers in loading the purchases into their vehicles,” says Miika Heinonen, Logistics Director at Verkkokauppa.com.

Posti's pickup warehouse acts as an extension of the physical store – 363 days a year

While Finnish online shoppers' expectations for how they can receive their purchases grow rapidly, the seasonal nature of e-commerce requires flexibility from warehouse premises and the related services.

“Our goal is that, as Finnish companies, Verkkokauppa.com and Posti will offer easier, more diverse and more flexible delivery methods that meet the expectations of Finnish consumers. Our pickup warehouse is open seven days a week, almost every day of the year. In addition, we can deliver e-commerce parcels on the day the order was placed. We are also able to meet the needs of Verkkokauppa.com's growth in terms of space,” says Jouko Lehtonen, Director, Contract Logistics at Posti.

According to Heinonen, the new premises make it easier for Verkkokauppa.com to cope with the seasonal nature of the business: the warehouse premises and the number of personnel working there can be flexibly adjusted based on the products and the season. Posti acts as an extension of the physical store for the company.

“Buying has moved online, and now our customers outside Helsinki can receive their purchases much more quickly and easily than before. It will no longer be necessary to drive to central Helsinki. Instead, customers can pick up their new freezer or bicycle from a location right next to Ring Road III. This makes our customers’ everyday lives run smoother and helps save valuable time. Another great benefit is that all of Posti’s

services are 100% carbon neutral. Together, we can promote a more sustainable way of doing e-commerce.”

Verkkokauppa.com has been a Posti customer since 1998. Verkkokauppa.com will continue its operations in the Jätkäsaari district of Helsinki, where the company’s megastore, pickup point and 24h kiosk are located.

Source: [Posti](#)

