CTT reinforces its commitment to sustainability and becomes the exclusive partner for Natulim deliveries in Portugal

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CTT - Correios de Portugal has entered into a partnership with Natulim and is the exclusive distributor of the brand in Portugal. Based in Barcelona, â€‹â€‹Natulim is a range of biodegradable laundry detergent strips that are 100% plastic-free.

Since the brand prioritizes environmentally friendly practices, the logistics offered by CTT responds with cardboard packaging, reusing supplier boxes as filling and removing any plastic from the process.

“This collaboration is part of CTT’s development strategy of having standardized fulfillment solutions to support companies in their logistics processes and complemented by our distribution solutions. These services have been defined in a cross-cutting sustainability matrix at CTT, which has been investing in innovative solutions that contribute to reducing environmental impact throughout the entire logistics chain. By working with companies that share the same environmental values, such as Natulim, CTT reaffirms its role as an active agent in building a more conscious future”, highlights CTT’s Express and Logistics Director, Francisco Travassos.

For Natulim, this partnership with CTT “represents an important step in our mission to promote sustainability and reduce environmental impact. Working with a logistics partner that shares the same values of respect for the environment, whether through innovative solutions such as the use of cardboard packaging, the elimination of plastic in distribution processes, or the adoption of lockers and electric transport, is fundamental to our commitment to a greener future. With this collaboration, we are able to not only guarantee efficient and safe delivery of our products throughout the country, but also contribute significantly to the reduction of CO2 emissions, aligning ourselves with our sustainability values, both in consumables and in logistics processes”.

Natulim operates on an e-commerce model with recurring shipments, but its marketing strategy also involves sending samples, so its volume and weight characteristics required an adaptation of the logistics operation to also ship via post.

CTT is currently an e-commerce logistics operator with a strong presence in Iberia, with a total of 25 automated distribution centres in Portugal and Spain, in addition to 3 centres dedicated to fulfilment activities. The combination of these top-of-the-range storage centres with an Iberian delivery network, supported by more than 4,000 vehicles, with the capacity to deliver throughout Iberia in just 24 hours, guarantees a strong competitiveness of services.

To cope with an increasingly larger and more complex operation, CTT has invested in expanding its logistics operations, currently having 50,000 square metres in Portugal dedicated to this area, divided between three locations: Benavente (30,000m2), Porto Alto (12,000m2) and Famões (8,000m2). These three spaces are fully equipped to offer logistics services to our retail customers, regardless of their size.

In these facilities we receive goods; store and manage stocks; pick (selection of stored products to be packed); pack and customize orders; label, dispatch and tracking; the entire reverse logistics process (returns) and also quality and inventory control.

With regular activity since August last year, Natulim ships around four thousand items per month.

Source: CTT Portugal

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