Bpost and National Lottery strengthen their partnership with 260,000 additional parcels per year

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As of 1 January 2027, the National Lottery will expand its partnership with Bpost. In addition to temporary campaign materials, Bpost will also deliver scratch cards, game forms and permanent promotional materials to the National Lotteryâ€™s more than 6,000 retail outlets. The extension is planned for an initial period of two years, with two possible one-year extensions, potentially covering the period from 2027 to 2030. For Bpost, this represents an estimated 260,000 additional parcels per year. The National Lottery aims to further optimise its logistics services to its retail network.

Another step forward in a longstanding partnership

From 2027 onwards, the National Lottery and Bpost will take another step forward in their longstanding partnership. Bpost already handles the distribution of temporary campaign materials and will now expand its logistics services to include the delivery of scratch cards, game forms, thermal paper for sales terminals and permanent promotional materials. In addition, Bpost will collect more than 44,400 returns of scratch cards withdrawn from sale each year. Scratch cards have no gaming value while in transit: the tickets delivered to retail outlets have not yet been activated, while those being collected are no longer active. Their transportation therefore does not constitute the transport of valuables.

As a public limited company governed by public law, the National Lottery is subject to public procurement legislation. With its current distribution contract approaching its expiry, it launched a new public procurement procedure. The contract was awarded to Bpost, which will take over the deliveries concerned from DHL as of 1 January 2027. Ensuring continuity of service to all retail outlets is a key priority throughout this transition. The National Lottery looks forward to working with the Bpost teams to ensure a smooth transition and reliable deliveries to all retail outlets.

Reliable service to retail outlets

By consolidating more logistics activities with a single partner, the National Lottery aims to better coordinate its deliveries and simplify its logistics processes. Reliable, efficient and high-quality service is essential in this respect:

retail outlets must have the necessary products and materials available on time to serve their customers as effectively as possible. By drawing on Bpost's expertise, infrastructure and extensive network, the National Lottery intends to continue organising its logistics efficiently and professionally, ensuring that its services remain aligned with the needs of its retail outlets in the long term.

This partnership also supports the National Lottery's sustainability mission. Bpost is strongly committed to electrifying its fleet. The company's ambition is to ensure that 85% of deliveries by postmen are emission-free by 2030.

Jannie Haek, CEO of the National Lottery: "High-quality distribution is essential for the National Lottery: timely deliveries to our retail outlets ensure that our players can find their favourite games whenever they want. That is why I attach particular importance to continuity of service during the transition from our current supplier to Bpost. I am convinced that our teams will successfully manage this transition together, maintaining the reliability and quality of service that our retail outlets and, through them, our players expect."

Bpost as an end-to-end logistics partner

For Bpost, expanding its partnership with the National Lottery marks another step in its development as a logistics player and confirms the confidence placed in the work of its postmen. To date, they have already been responsible for delivering posters, counter displays and campaign materials, among other items, to the National Lottery's retail outlets. From 2027 onwards, these activities will be supplemented by additional parcel deliveries. The National Lottery will also be able to rely on specialised logistics services, such as pallet deliveries. For these value-added logistics services, Bpost can draw on the expertise of its own subsidiaries, such as Eurosprinters. This is a great example of how Bpost can take the logistical burden off its customers' shoulders by offering comprehensive logistics solutions.

Chris Peeters, CEO of Bnode, the parent company of Bpost: "Our strengthened partnership with the National Lottery marks another step in Bpost's transformation into a logistics player specialising in parcels. By leveraging the different strengths within our group, we have succeeded in creating a comprehensive offering for the National Lottery. This is the best possible proof that our expertise enables us to win over customers."

Source: Bnode

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