

UK START-UP COMPANY PARCELLY LTD. WINS GOLD AT PUBLICIS90 AWARDS

*Publicis Groupe, the world's third largest advertising and PR firm, announced in January it would dedicate €10 million to its 'Publicis90' fund to support up to 90 start-ups from around the world. Selected from **over 3.500 applications across 141 countries**, Parcelly's innovative 'pick up your parcel where you want' app was **awarded Gold** at an official Publicis ceremony at the Viva Tech conference in Paris last weekend.*

***Parcelly** is one of the fastest-growing logistics startups in the UK. Launched in December 2014 with a **mission to make failed deliveries a thing of the past**, their smartphone based click&collect solution puts full control into the hands of consumers, who determine when, how, and where they wish to collect their online purchases. Being **entirely online retailer and carrier agnostic**, Parcelly's open loop technology can be used with any retailer online or easily be integrated into existing check-out systems along the supply chain. Parcelly's **network extends nationwide, providing over 600 on-demand collection points** to resolve the existing industry problems associated with last mile delivery.*

*Testimony of their innovation and success to date, Parcelly has recently been awarded the F2N '**New Business of the Year 2015**' award, won the Scoot '**Headline Awards 2016**', was a shortlisted finalist in this year's '**City of London Sustainability Awards**', the '**Cloud & DevOps World Awards**' and is currently a selected finalist in two categories of the **Retail Week Innovation Awards**.*

*Just 3% of all applicants were invited to the final 'Publicis90' stage in Paris, of which only 14% were from the United Kingdom. To be **considered one of the most exciting start-ups** from a stern list of global competitors is no small feat. **Sebastian Steinhauser, CEO and Founder of Parcelly**, comments "We are extremely excited to belong to this selected group of **GOLD winners**. The support and investment of a prestigious global advertising and PR expert like Publicis will help further drive our brand building activities and fast-track our growth".*

As featured in:

- Tamebay <http://tamebay.com/2016/07/parcelly-service-wins-industry-plaudits.html>
- The Drum <http://www.thedrum.com/news/2016/07/01/publicis-groupe-reveals-startups-it-will-be-backing-publicis90-initiative>
- West London Business News <http://www.westlondon.com/uk-start-up-company-parcelly-ltd-wins-gold-at-publicis90-awards/>

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