

For immediate release

PARCELLY STARTS NEW COLLABORATION WITH LONDON'S BRIXTON BID

Parcellly are very pleased to announce their latest partnership with London Business Improvement District Brixton, extending our collaboration with local BIDs across London to help tackle the environmental impact of personal parcel deliveries.

Rising traffic congestion and air pollution levels have London's Mayor Sadiq Khan, Clean Air London, TFL as well as many local authorities campaigning actively to achieve urgent and sustainable *'compliance with World Health Organisation guidelines for air quality throughout London'*.

The new partnership sees Parcellly being offered as bespoke last-mile delivery solution for local councils, their employees, resident companies and citizens to support this cause. The key advantage for London organisations partnering with Parcellly is twofold:

1. The number of personal parcel deliveries sent to local offices will be decreased, as all employees will have the opportunity to choose Parcellly's click&collect solution at a discounted price as part of their employer benefits.
2. The number of delivery vans on London's roads will be reduced, as employees will have the choice to send their parcels to a convenient Parcellly location close to home, hence avoiding the need to transport personal deliveries through the centre of town, whilst also reducing the number of failed (carded) deliveries to Zero.

"The BID is already delivering a range of benefits to the town centre by providing additional policing, cleaning, and greening. We are now tackling the important issue of air quality. We are aware that Brixton Road is one of the most polluted areas in the Capital and are now putting in place a number of initiatives to improve air quality. The partnership with Parcellly is one of the many steps we are taking to ensure less vehicles drive into Brixton and to avoid congestion. We want to make Brixton bright, safe and clean for everybody to enjoy." – **Gianluca Rizzo, Brixton BID Operations Manager**

At Parcellly, we are very proud of our green credentials, for which we have been recognized and awarded multiple times.

Our carrier and retailer agnostic business model resolves the last-mile delivery problem by offering convenient parcel collection points close to employee homes or transport hubs, depending on where they wish to collect their parcel deliveries. With now over 900+ locations across the UK, Parcelly provides a dense network of convenient click&collect locations particularly in London, thus playing a key role in reducing the volume of personal deliveries to offices and help ease congestion in highly populated commercial areas across the City (85% of our Parcelly locations are actually within a 10-minute walking distance to the nearest tube station in London's Zone 1; and 53% still in Zone 2). Parcelly also donates up to 5% of the price of each booking to our long-term partner Atmosfair.

“Parcelly was founded in London and we care hugely about the city and impact personal parcel deliveries have on the environment. The ambition of London’s Mayor, BIDs and local authorities to tackle air pollution and ensure a sustainable future for all Londoner’s is significant. We can’t imagine a better partner to affiliate ourselves with and plan to roll out dedicated collaborations with more London councils in the pursuit to become the city’s go-to click&collect service. Our aim is to help make our city cleaner, reduce traffic congestion and maximise parcel delivery efficiency, whilst providing full control and convenience for online shoppers.” — **Sebastian Steinhauser, CEO & Founder of Parcelly**

Parcelly allows governmental and corporate offices alike to prevent rising mailroom costs associated with private parcel deliveries and parcel clutter at office spaces through their innovative click&collect solution.

For further company information, photos or collateral, please contact: press@parcelly.com

Press Centre: <http://www.parcelly.com/press> Blog: www.parcelly.com/blog/