



For immediate release

PARCELLY AND QUIQUP LAUNCH MINI-WAREHOUSING INDUSTRY FIRST

Parcelly proudly introduces another last-mile innovation which allows Online retailers of any size to store items hyper-locally through their nationwide network and fulfill orders in under 60 minutes, on-demand.

In collaboration with the 'We shop, pickup and drop whatever you need, on-demand' delivery courier Quiqup and their Online retail partner 'No Ordinary Suit', Parcelly successfully created a unique mini-warehousing service using their parcel collection network across greater London. The pilot service launched on Monday and will see selected No Ordinary Suit flash sale items delivered to customers' home addresses in under 60 minutes.

Helena Balls, Founder of No Ordinary Suit comments: *'With Parcelly's mini-warehousing solution I can now offer on demand deliveries for my London based customers in under 60 minutes - the ultimate customer convenience and truly designed for people with busy lifestyles. I also like the fact that I don't even have to change my existing carrier solution, as Parcelly provides an on-demand third party to fulfil the orders. We're truly excited to add this premium service to our range of delivery options.'*

The new service will make a 'home delivery in under 60 minutes option' available to any Online retailer for the first time since Amazon introduced its Prime delivery option. Using hyper-local mini-warehouses, retailers can store items at Parcelly's locations and have them delivered to customers in under an hour, regardless of where their distribution centre or warehouse is located.

The process is simple and blends into the existing fulfilment process: flash sale or promotional items are delivered from a decentralised warehouse into a set of strategically located Parcelly locations. After an order has been placed, the purchased item is collected by a Quiqup courier from a hyper-local Parcelly location and delivered to the customer's address.

Bassel El Koussa, CEO at Quiqup states: *'While some high street retailers are concerned about large e-commerce players dominating a share of their market, we have found a way to help them succeed in the new digital landscape. That's why we're very excited about our last mile collaboration with Parcelly. Our combined proposition leverages urban real estate effectively by using local shops across the city as mini-warehouses from which retailers' goods are picked up by Quiqup's flexible fleet of Quiquees and delivered to individual recipients. With 90% of consumers just a short bike ride away from our partnered locations, this solution helps retailers reach more consumers faster and cheaper.'*

Sebastian Steinhauser, CEO at Parcelly adds: *'We are delighted to be introducing a ground-breaking*

service that can further improve customer control, certainty and convenience, in collaboration with two great partners. For retailers of any size, this is the first mini-warehousing solution that enables them to compete with the world's largest e-commerce players in terms of on-demand delivery speed and customer experience. In addition to this, using Parcelly hyper-local mini warehouses makes this a more environmentally friendly and efficient way to achieve on-demand deliveries. This is an entirely seamless and straight-forward process for both customers who complete the check-out with their home address as usual, and for retailers who can continue to use their existing fulfilment provider.'

Parcelly is proud to be achieving yet another industry first, and set up to enable a large number of retailers to deliver their items on-demand pre-Christmas 2017 by using Parcelly's mini-warehousing solution.

About Parcelly

Parcelly launched in December 2014 with the mission to make failed parcel deliveries a thing of the past, providing on-demand collection points to resolve existing industry problems associated with first and last-mile delivery. Parcelly's multi award-winning mobile technology solution continues to disrupt the retail logistics industry, with services including carrier and retailer agnostic click&collect, parcel returns, international shipping, mini-warehousing, Parcelly Agents and Key Exchange Service, all provided through its nationwide Parcelly location network.

Parcelly's vision is to provide individuals with full control over their parcels, revive local high streets and trigger environmental benefits, all through one business model with an app technology solution at its heart. Parcelly's innovative click&collect solution is designed to enable seamless delivery of online purchases whilst providing superior customer experience.

The Parcelly app can be downloaded via [iOS App Store](#) and the [Google Play Store](#).

For further company information, images and collateral, please contact: press@parcelly.com

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