

## **KEBA moves into the Spanish postal market with the sale of 60 KePol parcel automats to Correos**

Following the example set by Germany, Austria, Denmark, Luxembourg, Lithuania, Switzerland, the Czech Republic and France, the Spanish postal operator Correos has decided to expand its customer services with KEBA parcel automats. These will operate under the brand name “CityPaq” and a total of sixty systems are to be installed in 2015.

### **E-commerce in Spain**

Even though e-commerce plays a smaller role in Spain than in other European countries, online trading is nonetheless gaining ground. Indeed, the “ Online Shoppers 2013” study comes to the conclusion that as in the remainder of Europe, e-commerce is also growing steadily in Spain.

Moreover, Spain is the nation with the widest distribution of smart phones in the EU with 88 per cent of the population using the Internet several times daily and the forecasts for the national e-commerce field are just as positive as those for the rest of the continent.<sup>1</sup> And although Norway and Sweden are likely to remain the two states with the highest share of e-commerce in Europe (76% and 74% respectively), the upward trend in Spain is set to continue.

### **KEBA supplies the parcel automation solution**

Correos is well aware of these trends and has therefore opted for a parcel automation solution from KEBA, the leading specialist in this field. Following initial agreement in July, a contract was recently signed for the purchase of 60 KePol automats. KEBA is supplying Correos with a mix comprised of KePol FS outdoor and KePol LS indoor systems.

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<sup>1</sup> Please see <http://de.statista.com/statistik/daten/studie/199793/umfrage/entwicklung-des-b2c-e-commerce-umsatzes-in-spanien/>



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## **Convincing criteria**

KEBA qualified for the invitation to tender issued by Correos in May 2014 and then won the ensuing competition.

Jordi Escruela Soldevila, Innovation Deputy Director of Correos, explains this decision as follows: *“For us the determining factor was the extremely high quality of the KePol parcel automats. And KEBA was able to convince us with the best price-performance ratio.”*

The sixty KEBA parcel automats are to be marketed under the name “ CityPaq”. The rollout is planned for 2015 with initial installations in railway stations in Barcelona. The installations will go on in gas stations and another similar placements in Madrid and another cities across Spain.

The logo for KEBA, featuring the letters 'KEBA' in a bold, sans-serif font. The 'K' and 'A' are green, while the 'E' and 'B' are grey. A registered trademark symbol (®) is located at the top right of the 'A'.

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KEBA AG

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## **KePol**

With over 3,500 KePol parcel automats, KEBA has the world's largest installation basis. The company has more than thirteen years of experience in a variety of countries worldwide and thus possesses in-depth know-how and expertise, which make it an ideal partner for automated first and last mile postal and logistics solutions.

## **KEBA AG**

Founded in 1968, KEBA AG is an internationally successful electronics company based in Linz/Austria with worldwide subsidiaries. In line with its credo, "Automation by innovation", for the past 45 years KEBA has been developing and producing inventive, top quality automation solutions for the industrial, banking, services and energy automation branches. Indeed, as a result of its extensive experience and specialist competence, not to mention the courage to go one step further, KEBA is the technology and innovation leader in all its business areas. In this regard, the company can rely upon its comprehensive development expertise and production know-how, which constantly provide the highest quality. <http://www.keba.com>

## **Correos**

Correos is a global operator of physical, digital and parcel solutions with more than 50,000 employees. Correos is the designated universal postal service provider and market leader in the postal sector in Spain and must meet certain quality, efficiency and sustainability requirements. In 2013, Correos handled over 3.6 billion postal items, serving more than 28 million homes, companies and institutions.

The logo for KEBA, featuring the letters 'KEBA' in a bold, sans-serif font. The 'K' and 'A' are dark grey, while the 'E' and 'B' are a vibrant green. A registered trademark symbol (®) is located at the top right of the 'A'.

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Jordi Escruela Soldevila, Innovation Deputy Director of Correos



CityPaq is the name for the parcel automation solution for Correos, delivered by KEBA.

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