



For immediate release

Breaking Boundaries: How Technology is Rewriting the Rules of Logistics

London, UK – December 12th, 2025 — Technology continues to reshape established industries, and logistics is at the forefront of this transformation – driving smarter, more sustainable, and efficient solutions for a rapidly evolving world. At the heart of this transformation Parcelly won “**Logistics Technology Provider of the Year**” at the prestigious [Logistics UK Awards 2025](#), held at the Park Plaza Westminster Bridge in London – a clear signal of the UK’s leadership in shaping the future of supply chains.

Founded in 2014 and powered by advanced in-house technology, Parcelly has transformed the urban delivery landscape by converting underutilised retail space into hyperlocal distribution hubs. This approach eases First and Last Mile pressures while supporting high street businesses. In 2024, the company achieved 68 per cent year-on-year growth in PUDO parcel volumes, expanded its network by 18 per cent and maintained 100 per cent uptime during peak seasons. These results were driven by an API-first, carrier-agnostic platform that delivers seamless interoperability, real-time data orchestration and scalable micro-fulfilment workflows. This proven ability to combine innovation with measurable impact underscores why Parcelly was recognised as Logistics Technology Provider of the Year at the Logistics UK Awards 2025.

Quote from Sebastian Steinhauser, Group Chief Executive Officer and Founder:

“This award is a testament to the innovation, resilience, and ambition of the entire Parcelly team and our incredible partners. Technology is reshaping established industries, and logistics is at the forefront of this transformation. Our mission has always been to simplify the complexity of urban logistics, and being recognised among such strong contenders confirms that we are driving meaningful change.”

About Parcelly

Established in 2014, Parcelly is a logistics technology company redefining First and Last Mile delivery through advanced, carrier-agnostic solutions. Our proprietary platform powers enterprise-scale operations and activates underutilised commercial space and transforming it into hyperlocal micro hubs.

Built on a mobile-first, AI-driven architecture, Parcelly enables interoperable workflows and real-time data orchestration, creating a scalable logistics layer that supports automation and sustainability. By converting idle retail space into dynamic fulfilment points, we reduce delivery failures, cut emissions, and optimise urban supply chains.



Today, Parcellly's network spans over 4,500 PUDO locations across more than 230 cities in the UK, Ireland, and Germany, processing millions of transactions annually. Through innovation and collaboration, we continue to drive sustainable urban logistics and create value for carriers, retailers, and communities.

Parcellly's platform enhances operational efficiency and supports sustainability by leveraging excess retail space, reducing failed deliveries, and promoting eco-friendly delivery methods. The company's innovative approach has been [recognised with 23 industry awards](#).

As Parcellly continues to expand its European footprint, it remains committed to transforming urban logistics through technology-driven solutions.

For further company information, photos or collateral, please contact:

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[PICTURE 1: Parcellly receiving the award](#)

[PICTURE 2: Award ceremony](#)