



GLS Spain Joins Mad Cool Festival 2025 as Official Logistics Partner

The collaboration between GLS Spain and Mad Cool Festival 2025 kicks off with the distribution of access wristbands, through a customized logistics model that includes envelopes, boxes, electric vehicles, and a special activation at the festival.

Madrid, June 5, 2025 – GLS Spain, a leading provider of national and international parcel delivery services, has begun the official distribution of access wristbands for Mad Cool Festival 2025, which will take place from July 10 to 13 in Madrid. Before the event, **wristbands will be delivered both nationally and internationally**, thanks to a partnership focused on sustainability, flexibility, and innovation in last-mile logistics.

As the official logistics partner of the festival, GLS Spain has designed a delivery strategy aimed at offering the best service to both the festival and its thousands of attendees, while enhancing their experience. **Deliveries are being made to homes as well as through GLS Spain's extensive network of more than 7,700 Parcel Shops and smart lockers (Parcel Lockers) across the country.** This combination ensures greater flexibility and efficiency in delivery and pickup, providing users with a convenient, fast, and tailored logistics experience.

For this special occasion, personalized envelopes and shipping boxes have been designed to reinforce the brand experience of both Mad Cool and GLS Spain, bringing the festival's identity to life from the first point of contact with the public. Additionally, a fleet of electric vans, branded for the campaign, will circulate through the streets of Madrid in the weeks leading up to the event, promoting low-emission urban delivery and strengthening the joint commitment to sustainable mobility.

"It's a great honor for GLS Spain to collaborate as the official logistics partner of such an iconic music festival as Mad Cool. This partnership strengthens our goal of offering a more flexible and sustainable delivery experience, integrating technological innovation and route optimization into our operations," said Ramón Pérez, Senior Manager National Sales, Marketing & Communication at GLS Spain.

Thanks to this collaboration, attendees of Mad Cool 2025 will be able to receive their access wristbands in advance, allowing for a smoother entrance to the festival, better travel planning, and a full focus on enjoying performances by artists like Muse, Olivia Rodrigo, Noah Kahan, and Arde Bogotá, among others.



GLS Spain will also be present at the Mad Cool Festival grounds with a special activation, inviting attendees to celebrate this unique collaboration. It will be a space where the public can interact, enjoy exclusive surprises, and discover **how logistics innovation can be a key part of the experience at large-scale music events.**

About GLS Spain

GLS Spain is a subsidiary of the GLS Group, a leading provider of national and international parcel delivery, freight transport, and express shipping services in 40 countries. Thanks to its wide network of logistics centers and deep knowledge of the local market, GLS customers receive high-quality, personalized, and flexible service not only in Europe but also beyond its borders. As a group, GLS generated record revenues of €5.6 billion and delivered 905 million parcels in 2023–2024.

In Spain, GLS operates more than 600 company-owned locations and partner agencies, supported by over 7,700 GLS Points and more than 4,900 delivery vehicles and couriers on foot. Since 2021, GLS Spain has been a signatory partner of the United Nations Global Compact, reinforcing its commitment to contributing to the Sustainable Development Goals (SDGs) through its business activities. For more information, visit glspain.es