

GLS Spain Anticipates Handling Over 39 Million Shipments from Black Friday to Christmas

The company foresees a 17% rise in activity compared to 2023 and estimates a 15% increase in sustainable deliveries during this period.

Madrid, 27 November 2024 – GLS Spain, a leading logistics and transportation company, is gearing up for the busiest shopping season of the year. Kicking off this Friday with Black Friday and running through January's winter sales, the company expects to handle 39.9 million packages during this period, with daily peaks of up to 1.1 million shipments. This marks a 17% increase in activity compared to last year, significantly outpacing the sector's average growth rate of 7.1%, as estimated by the UNO Logística employers' association, with around 115 million total shipments projected across the industry.

To tackle this challenge, GLS Spain has bolstered its operational capacity by increasing its workforce by 30%, primarily in customer service and logistics platform roles. Additionally, the company has expanded its network by launching new strategic centres in Vigo, A Coruña, Valladolid, and Cártama (Málaga), designed to handle the heightened campaign volume efficiently.

Technological innovation is another crucial factor in ensuring fast and high-quality service. This year, GLS Spain introduced advanced tools like "Modo Cohete" ("Rocket Mode") to optimize dynamic route planning. These solutions enhance delivery speed and accuracy, even during peak demand periods.

GLS Spain has also introduced new peripheral routes to bypass its central hub in Madrid, streamlining operations and improving efficiency. Additionally, the company has enhanced its international network with routes to France, Germany, and other European regions.

"The Black Friday and Christmas 2024 campaign presents both a challenge and an opportunity to showcase our innovation and commitment to sustainability. Our team is fully prepared to deliver exceptional service during this crucial time of the year," says Roberto Martínez, General Manager of GLS Spain.

As part of its commitment to sustainability, the company foresees a 15% rise in sustainable deliveries during the campaign, aligning with its goal of reaching net-zero emissions by 2045. It has also expanded its Out-of-Home collection network, now comprising over 6,300 Parcel Shops and Parcel Lockers. By focusing on deliveries through convenience points, GLS Spain reduces environmental impact by minimizing trips and alleviating urban congestion, while offering customers greater flexibility in collecting their shipments.

These initiatives reinforce GLS Spain's leadership in the logistics sector, showcasing how quality, innovation, and sustainability can seamlessly align during the busiest time of the year.

About GLS Group

The GLS Group is one of Europe's largest independent parcel service providers, with a strong local presence in every country on the continent. It also operates through wholly owned subsidiaries in Canada and on the west coast of the US within a single GLS network. This allows the Group to seamlessly connect its customers and communities with millions of parcels and stories every day.

GLS proactively manages its network, flexibly connecting its markets to respond to their changing and dynamic nature. The company prides itself on offering its customers high-quality service that suits their needs in more than 40 countries. The GLS network comprises over 120 hubs and more than 1,600 depots, supported by over 36,600 last-mile delivery vehicles and 6,500 long-haul trucks. This offers network resilience, enhanced flexibility, and greater reach. In 2023/24, GLS generated record revenues of EUR 5.6 billion and delivered 905 million parcels across all markets.

For more information, visit gls-group.com

ULLED CONTACT DETAILS

Sara Navarrete

+ 34 670 665 428

snavarrete@ulled.com

Estefanía Sellés

+ 34 660 80 64 96

eselles@ulled.com

GLS SPAIN CONTACT DETAILS

Ricardo Martínez

press@gls-spain.com