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Urb-it integrates with Metapack to empower retailers with sustainable deliveries across Europe

[Urb-it](#), the rapidly growing sustainable logistics platform, today announces its integration with [Metapack](#), a global leader in ecommerce delivery technology.

Urb-it provides market leading flexibility, reliability, and convenience through how customers can book, track, and receive their deliveries, sustainably. Now live on Metapack's Delivery Platform, this new Urb-it integration provides brands across Europe the ability to offer their ecommerce customers with an option for eco-friendly and efficient deliveries.

Metapack provides delivery management software to leading retailers, brands, and delivery partners across the world. 80% of the top 100 UK retailers and 1/3 of EU retailers use the Metapack platform. The Metapack platform integrates over 400 carriers and 4,900 delivery services – including Next Day, Click and Collect, Locker Boxes and International Delivery.

Kevin Kviblad, Urb-it CEO said:

“We are delighted to offer retailers integrated with Metapack access to our sustainable last mile delivery services. Our unique offering means that brands can offer their customers a truly customer centric and sustainable delivery option at the checkout - which is proven to increase conversion.

“We are proud to be available on the platform of one of the global leaders in ecommerce delivery technology, and we look forward to the growth opportunities this provides us as we look to partner with the world's leading retailers.”

David Randall, Strategic Partnership Director, Metapack said:

“With sustainability becoming an increasingly decisive factor when it comes to consumer delivery preferences, it's important that retailers invest in providing greater green delivery options. We're excited to be partnering with Urb-it across Europe as we continue to offer more retailers with more options for sustainable delivery than ever before.”

According to Metapack research, [32% of consumers](#) value a sustainability delivery option at checkout more than factors such as cost and speed. Urb-it offers a 99% delivery success rate, over 95% on time rate and is 100% delivered by its couriers on its e-cargo bike fleet – which not only minimises air pollution, noise pollution and congestion, but is also faster than traditional delivery vehicles in city centres. Urb-it is a B Corp certified business, meaning it meets and have committed to the highest verified standards of social and environmental performance.

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About Urb-it AB (publ) | B Corp certified

Urb-it is a rapidly growing sustainable logistics platform with a vision to transform urban logistics, one delivery at a time. We deliver urban logistics services that create a positive impact on society and the environment. We partner with brands to deliver the last mile sustainably and efficiently in urban areas across Europe.

Our customer-centric last mile delivery services are conducted by our employed couriers on our 100% e-cargo bike fleet. This reduces emissions, congestion, and noise pollution - creating healthier cities.

We are a B Corp certified business, meaning we meet and have committed to the highest verified standards of social and environmental performance. We are currently operating in urban areas in Europe's largest e-commerce markets – France, the UK and Spain. Our ambition is to expand into other major e-commerce markets across Europe in the coming years.

In 2022, Urb-it won Best Supply Chain Solution Award at The Retail Supply Chain & Logistics Expo.

Founded in 2014, Urb-it is a Swedish entrepreneurial company headquartered in Stockholm and listed on Nasdaq First North Growth Market. Find out more at urb-it.com.

About Metapack

Metapack helps ecommerce and delivery professionals meet consumers' growing expectations of delivery, while maintaining and optimising operational efficiency. Metapack's solution offers a wide range of personalised services, from delivery options to tracking and returns, through a catalogue of 400+ carriers and 4,900+ services available that span every country in the world. Thanks to Metapack, more than a billion packages are sent annually by many of the world's leading ecommerce retailers. Metapack is a member of the Auctane family of companies and is headquartered in London. Auctane brands include ShipStation, Stamps.com, Packlink, ShippingEasy, ShipWorks, ShipEngine, Endicia, Shippi, GlobalPost and Metapack, with offices in El Segundo, Austin, London, Madrid, Sunnyvale, Zielona Gora, Atlanta, and St. Louis. Find out more at www.metapack.com.