

Webshops ship 13% less air thanks to PostNL's automated packaging line

One million parcels later: less air, less packaging material

Houten, 17 June 2026 – Since introducing its automated packaging line at its fulfilment centre in Houten, PostNL has processed one million parcels with an average reduction of 13% in packaging volume. This equates to a saving comparable to the loading capacity of around 60 fully loaded articulated lorries or more than 600 delivery vans. By reducing excess packaging volume, more parcels can be transported in a single vehicle, making more efficient use of available transport capacity.



The packaging line responds to the growing demand for more efficient and sustainable fulfilment operations. The machines help online retailers package orders more efficiently while using less packaging material. Orders are automatically packed in a right-sized box tailored to the contents. Made from fully recyclable FSC-certified cardboard, the box requires neither tape nor a shipping label. All information is printed directly onto the packaging, including shipping details, branding, campaigns and QR codes. As a result, the packaging serves not only a logistical purpose, but also provides opportunities for brand visibility and customer communication.

“Transporting air adds value to no one. With this packaging line, we automatically create the right-sized package for every order. This enables online retailers to use less material, make better use of available capacity across the logistics chain and prepare for stricter packaging regulations”, says Tijs Reumerman, Managing Director Platforms at PostNL.

Preparing for stricter packaging regulations

PostNL’s investment in the new packaging machine aligns with the European Packaging & Packaging Waste Regulation (PPWR), which will be implemented gradually from August 2026. The regulation requires businesses to reduce packaging waste, increase the use of recyclable materials and minimise excess packaging volume in shipments. With its new packaging machine, PostNL helps online retailers to package more efficiently using less material, while also contributing to lower emissions across the logistics chain.

Copy link

<https://newsroom.postnl.nl/en-NL/267134-webshops-ship-13-less-air-thanks-to-postnl-s-automated-packaging-line/>