

International recognition for the smart development of PostNL's Out-of-Home network

The Hague, 9 October 2026 - PostNL won the PostEurop Innovation Award yesterday for the innovative way in which AI, data and location insights are combined to further develop the Out-of-Home network. The project was selected from innovative entries by postal and parcel companies from various European countries.



How do you ensure that a parcel locker is exactly located where consumers need it most? That is the question that PostNL can increasingly answer with the help of AI, data and location insights. The approach, which develops the Out-of-Home network based on consumer behaviour and preferences, has been recognised with the PostEurop Innovation Award.

Out-of-Home delivery is becoming increasingly popular. Consumers appreciate the flexibility of parcel lockers, which are often accessible 24/7 and make it possible to collect a parcel whenever it suits them.

To make Out-of-Home delivery as easy as possible, PostNL looks not only at where locations are available, but above all at where consumers need a parcel locker. By combining data on locations, consumer behaviour and parcel volumes, PostNL predicts where expanding the network will add the most value.

PostNL

Reinventing Out-of-Home
delivery around consumer
behaviour

Innovation Award 10th edition

Winner



PostEurop* 

In this way, PostNL is building step by step towards an Out-of-Home network that better matches the way consumers want to receive their parcels today and in the future. The approach contributes to high customer satisfaction (NPS) and helps PostNL respond better to changing consumer behaviour and the growing demand for out-of-home delivery.

PostNL's ambition is to further expand the Out-of-Home network in the coming years. With this award, the international jury of PostEurop recognises PostNL's innovative approach and the way technology is being used to develop the network in a future-proof manner.

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