

Press release

16th of March 2026

DPD and GLS unveil “inboxx”, the new unified brand for their parcel network

Aschaffenburg, March 16, 2026 – The partnership between DPD and GLS in the Out of Home segment is taking the next step: with ‘inboxx’, the two parcel services are launching their joint brand for the open-access network of parcel lockers. Out of Home (OOH) as delivery of parcels to parcel lockers and parcel shops is a key approach to making parcel pick-up and delivery more convenient for customers.

DPD and GLS have set themselves the ambitious goal of establishing one of the largest open OOH-networks in Germany by the end of 2027. Customers will then have flexible access to 20,000 shared OOH points for sending and receiving their parcels, including up to 6,000 parcel lockers.

Both partners already operate 10,000 parcel shops each, which largely can be used by customers of both parcel services. At the same time, the joint network of parcel lockers is growing rapidly. With inboxx, this network is being managed under an independent brand that highlights flexibility, convenience and recognition value in customers' everyday lives. What has grown through partnership is now being given a face.

inboxx stands for an open network that currently offers senders and recipients, and in the future also other parcel services and retail partners, access to a powerful infrastructure. This creates a shared platform wherever people are on the move in urban areas. With inboxx, the parcel waits for the person – not the person for the parcel.

Michael Knaupe, Chief Customer Experience & Business Development Officer at DPD Germany, says: “With inboxx, we are creating an ecosystem that makes our service even more convenient and flexible for all customers. It allows parcels to be collected and sent in the way that best suits the sender and recipient – an individual branding for our partners is also available on request.”

Jascha Waffender, Director Out of Home at GLS Germany, adds: “With inboxx, we are establishing an infrastructure model in the German parcel market that is open in terms of access and consistently designed from a partner perspective. We are creating a new OOH service with high standards – as an alternative to conventional isolated solutions. With our new brand, we are giving our network a clear identity.”

Outdoor advertising in OOH focus city Berlin: present in central locations

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To mark the launch of the brand, inboxx will be visible in public spaces: an eye-catching brand campaign is being launched in Berlin. Until 19 March, motifs will be displayed on large-format 18/1 spaces as well as on info screens, metro boards, projector ads and fly posters throughout the city. The campaign will be visible at central transport and city locations, including around major public transport hubs. Where urban mobility meets everyday life, inboxx is positioning itself as a natural part of modern city logistics.

About inboxx

inboxx is the joint brand for the provider-independent network of parcel lockers operated by DPD Germany and GLS Germany. By expanding their Out of Home services, the two parcel delivery companies are creating additional opportunities for flexible parcel collection and delivery – wherever people live, work and travel. Over the next few years, a network of 20,000 shared parcel shops and parcel lockers is to be established. inboxx plays a central role in this. More information, including details for interested business and location partners, is available at www.dpd.de/inboxx and www.gls-pakete.de/inboxx.

About DPD Germany

DPD is one of the leading experts in parcel delivery in Germany and Europe and is celebrating its 50th anniversary this year. The company is represented throughout Germany with 83 hubs and depots and an out-of-home ecosystem with approximately 11,300 pickup parcel shops and parcel lockers. Around 8,000 employees and 11,000 delivery drivers are on duty for customers every day. DPD transports over 370 million parcels annually in the German parcel market. By 2027, DPD will provide its senders and recipients with access to a total of around 20,000 out-of-home delivery points, consisting of parcel shops and parcel lockers. With innovative technologies, industry-specific solutions (e.g., shipping tires and rims), and a consistent focus on customer requirements, DPD makes European parcel shipping in the B2B and B2C sectors easy, convenient, and flexible.

DPD Germany is part of Geopost, a leading European provider of parcel delivery and e-commerce solutions, which operates in more than 50 countries and offers over 130,000 out-of-home delivery points in Europe. In 2025, Geopost generated sales of €15.8 billion and delivered 2.2 billion parcels worldwide.