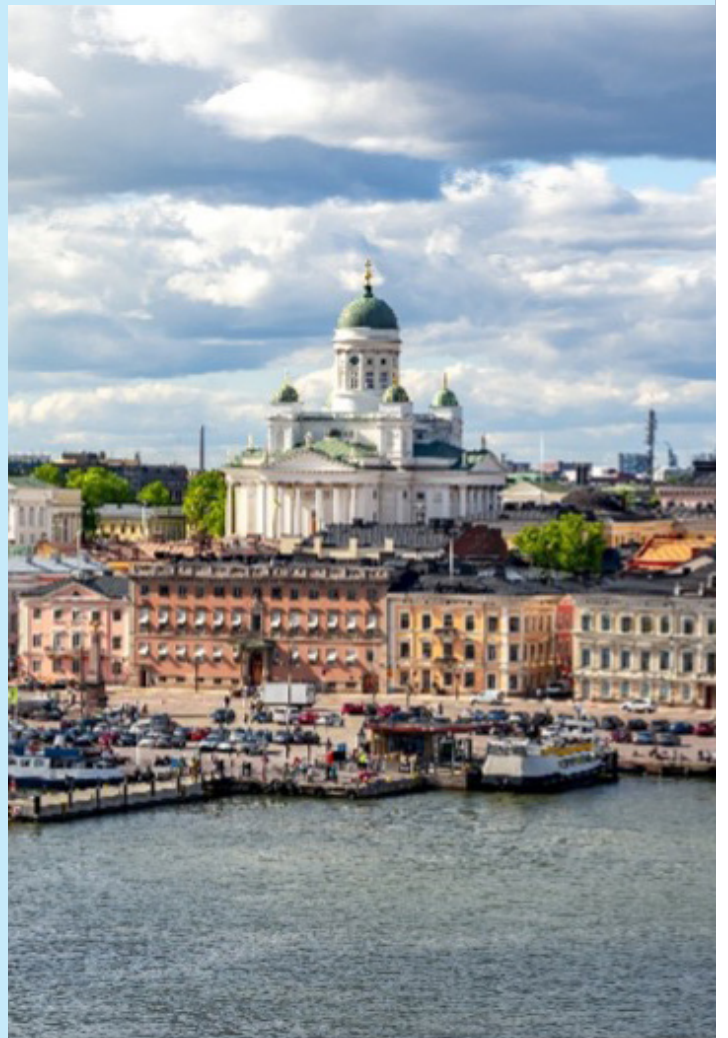


# Direct Link

Part of PostNord



# DELIVER YOUR E-COMMERCE GOODS

WITH DIRECT LINK –  
PART OF POSTNORD

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*Text: Olof Källgren // Photos: Direct Link*

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**Direct Link is an international e-commerce logistics solutions provider fully owned by PostNord, the designated postal operator in Sweden and Denmark and the leading provider of logistics solutions and geographical coverage in the Nordic region. Direct Link spans worldwide deliveries as well as fulfilment and has their operations and local personnel strategically placed out across the globe.**

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**D**irect Link has the capacity to deliver to every country, and every mailbox, in the world. However, through the backbone of PostNord, the Nordic region is their home ground. With access to over 8,000 distribution points and 10,000 parcel lockers in the countries of Sweden, Denmark, Finland, and Norway, this ensures a seamless delivery experience.

The Nordic countries were out very early when it came to establishing a digital infrastructure, partly due to the area being one of the most sparsely populated in the world. So, when online access became possible for almost everyone, and e-commerce gradually developed, the willingness and the conditions for online shopping were already there.

Nordic online consumers have a lot in common when it comes to shopping behaviour and preferences. However, e-tailers wishing to establish a presence in the region should

beware of treating the four countries like one single market. There are differences in some respects, for example, when it comes to which delivery options one prefers.

**The top three preferred delivery methods in the Nordic countries: ••**

## SWEDEN

31 %

23 %

22 %

- Home delivery without signature
- Delivery to mailbox
- Collect the product myself from a service point



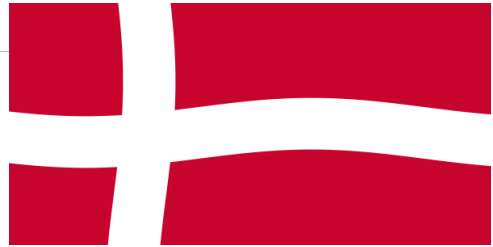
## DENMARK

34 %

21 %

18 %

- Home delivery with signature
- Home delivery without signature
- Collect the product myself from a service point



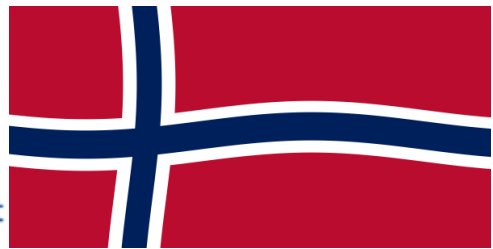
## NORWAY

44 %

18 %

15 %

- Collect the product myself from a service point
- Delivery to mailbox
- Home delivery without signature



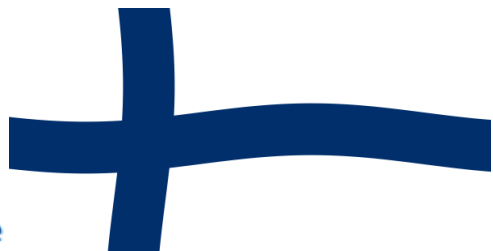
## FINLAND

34 %

27 %

17 %

- Collect the product myself from parcel machine
- Delivery to mailbox
- Collect the product myself from a service point



*Regardless of whether you send smaller or larger items, Direct Link can offer efficient distribution solutions. Contact Direct Link to explore what solution there is for you! Reach out to Direct Link here:*

