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Urb-it's sustainable last mile delivery services available for Nudea e-com customers in the UK

Urb-it, the rapidly growing sustainable logistics platform, announces that its sustainable last mile delivery services are now available for Nudea customers in the UK. Nudea is a British-founded underwear e-commerce with global distribution.

Nudea Founder & CEO Priya Downes comments: "We are excited to be able to offer sustainable last mile deliveries for our customers in partnership with Urb-it. We know from our life-cycle analysis that customer operations, including shipping and returns, contribute 30% to our carbon emissions, so being able to help our customers make more environmentally friendly choices means that we can collectively reduce our carbon footprint. From the very outset, sustainability has been at the heart of everything we do at Nudea. Us and Urb-it are both B Corp certified companies, which is a great indicator that we're aligned on our strong, sustainable ethos."

The British lingerie brand Nudea has partnered up with Urb-it. It can now offer sustainable last mile delivery services to its customers, aligned with its commitment to society and the environment. Nudea's mission is to create supportive and functional underwear that looks great, feels great, and is kinder to the planet. By April 2022, the company has raised 1 M EUR in equity funding with the lead investor Cornerstone.

"We are happy to announce the partnership with fellow B Corp Nudea. It's proof of us executing our growth strategy into the wider UK e-commerce market. This time together with a partner, Nudea, who are highly committed to making a positive social and environmental impact", comments Kevin Kviblad, CEO of Urb-it.

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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 employed couriers conduct our customer-centric last mile delivery services 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 operate 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's First North Growth Market. Find out more at urb-it.com.

About Nudea

B Corp certified in 2022, Nudea's commitment to sustainability includes the carbon-positive brand's easy-to-use right tools to deliver on fit for conscious, responsible shopping, premium fabrics crafted from recycled yarns, a thoughtfully designed selection of styles made in partnership with responsible suppliers who pay fair living wages, produced in a GOTS and SLCP fully-certified factories and all delivered in recycled and recyclable packaging. Most recently, Nudea has been awarded Best Sustainable Underwear Brand in the Marie Claire 2022 Sustainability Awards to recognize the brand's use of sustainable materials.