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Urb-it AB (publ) in partnership with Reitan to provide home delivery of convenience goods in Stockholm

Urb-it and Reitan Convenience Sweden announced today the launch of their partnership, offering customers of **Pressbyrån** and **7 Eleven** eco-labelled same day deliveries of convenience goods in Stockholm.

Customers shopping on Pressbyrån or 7 Elevens new digital service “Beställ & Hämta” will have the possibility to receive convenience products to their home or business on the same day as the order is placed, without adding emissions or congestion to the city of Stockholm.

“The Urb-it platform enables us to reach our targeted customers in a new, more convenient way. The hyperlocal delivery solution ensures product delivery to our customers within a very short time. We’re really excited to partner up with Urb-it and build an even stronger relationship with our customers.” says Pär Billingmark, chief Logistik & Data at Reitan.

In the initial phase of the partnership, the delivery service will be available for a select number of stores in central Stockholm with the ambition to broaden it to both Stockholm and Gothenburg.

“Reitan is a very strong player in the Swedish market. I believe that all Swedish consumers know and have been shopping at Pressbyrån and 7-Eleven. As they now take the next step in unified commerce with click & collect and delivery, it is really exciting for us to be part of that transformation. Together we will develop this partnership into something impactful and I am convinced that customers will like what they see.” says Johnny Sällberg, CCO at Urb-it.

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About Urb-it AB (publ):

Urb-it offers flexible, fast, personal and environmentally friendly deliveries to consumers and retailers in large cities. Urb-it currently has operations in London, Paris, Lyon, Stockholm and Gothenburg. Urb-it is based in Stockholm.

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