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GeoPost UK invests in wnDirect

GeoPost UK (DPD and Interlink Express) has concluded a deal that strengthens its international ecommerce proposition with a move that sees GeoPost gain a 57% equity holding in wnDirect, who provide international logistics solutions for retailers.

The deal will see GeoPost UK increase its stake by buying part of the founders' existing shareholding, all of the shareholding previously owned by delivery management technology provider MetaPack and by injecting an additional significant investment to bring some working capital into the business. The investment will enable wnDirect to further expand the scale of its ecommerce offering, which is currently used by a number of major UK e-tailers.

wnDirect is planning to open a series of processing centres throughout the world which will bring the wnDirect product and expertise to an increased number of retailers. wnDirect also has a number of innovative solutions in the pipeline and this investment will enable it to innovate at a faster pace.

wnDirect has already gained a significant foothold in the UK and US outbound markets and boasts a catalogue of brands for whom they deliver over 8 million packages. Recently launching delivery solutions to [Russia](#), [China](#), Brazil and a number of [Middle East](#) lanes, wnDirect also has significant global coverage operating in all the key regions and is

fast gaining a reputation for being the provider to turn to for the more difficult regions.

GeoPost UK and wnDirect have worked together over the last three years with wnDirect partnering DPD to provide DPD Direct, a dedicated international B2C home delivery service for UK retailers aimed at reducing not only the cost of international home deliveries, but also the complexity by simplifying all the customs and duty issues.

Dwain McDonald, CEO of GeoPost UK commented: "This is good deal all round. Stuart and the team at wnDirect have created a fantastic business with huge potential. They share the same approach to business as ourselves, constantly innovating and always seeking new ways to give customers exactly what they need. We've chosen to strengthen our relationship with a significant investment because we fully believe in the company, the people and their solution. They have products that UK retailers really want - ecommerce solutions that tap into local country networks, with tracking and smart customs clearance - in markets that UK retailers are looking to expand into such as Australia, USA and Russia."

Stuart Hill, CEO of wnDirect commented: "Essentially it is business as usual for wnDirect as our management team with over 40% of the equity will keep the same brand and ethos. It represents another huge milestone in our short history and being part of a corporation that encourages entrepreneurialism, innovation and forward thinking is a perfect fit for us. Maintaining control of the business and being able to put our plans into action was a key factor when looking for investment and GeoPost UK provide us with the support we need but also allow us the freedom and flexibility to continue to build on wnDirect's successes. We can now expand, improve and innovate even faster both in the UK market and also expand our operations globally in key markets for UK retailers such as the US, China and Germany. We are very excited about the next stage of wnDirect's growth. It has certainly been an exciting time!"