

Magyar Posta's fulfilment centre – Revolutionizing e-commerce logistics in Hungary

Magyar Posta has significantly strengthened Hungary's e-commerce sector through its state-of-the-art SMART by MPL fulfilment centre, launched in early 2023. Designed to support the rapidly growing local e-commerce market – forecasted to expand by nearly 30% over the next four years – this fulfilment centre leverages fully automated, robotized warehouse technology to streamline e-commerce logistics. The investment established an 800-square-meter automated storage facility, supported by robots that operate 24/7 between 3,000 automated crate places and 240 pallet places, collectively accommodating up to 240 tonnes of products. This high degree of automation significantly reduces human error, ensures round-the-clock operation, and allows Magyar Posta to offer comprehensive outsourced logistics, including warehousing, packaging, labelling, delivery, and returns management.

SMART by MPL represents an unprecedented integration of fulfilment and parcel logistics services within Hungary, combining Magyar Posta's extensive national postal logistics network with advanced warehouse technology. Customers, ranging from MSMEs to large corporations such as banks, insurance companies, and telecom providers, benefit from shorter lead times, reduced

operational costs, and increased efficiency. Clients can manage their entire fulfilment process through an intuitive digital platform, enabling detailed tracking of stock levels, real-time order statuses, and shipment progress. Additionally, parcels can be delivered through diverse channels such as home delivery, Magyar Posta's existing pick-up points, parcel lockers (including for returns), or post offices. Magyar Posta also facilitates foreign cash-on-delivery as a convenient payment option for online shoppers who prefer or require paying in cash upon receipt, alongside streamlined support for product returns.

By centralizing and automating logistics processes, SMART by MPL allows local businesses to dedicate their resources more fully to business development, customer acquisition, and market expansion. Furthermore, the integration of sustainability principles – maximizing warehouse space usage and minimizing energy consumption – positions Magyar Posta as an environmentally responsible logistics provider, substantially lowering its ecological footprint while setting new benchmarks for sustainable business practices in Hungary's e-commerce sector.



Sources: UPU TradePost awards application (Magyar Posta, 2024, 2023)