

**PRESS INFO**

Kuehne+Nagel BeNeLux

## **Kuehne+Nagel expands collaboration with “air up” to cater for the European markets**

- **Consolidation of e-commerce fulfilment out of Veghel, the Netherlands**
- **Operations now include production and packing**
- **Reduction of CO2 emissions by optimising supply chain**

Rotterdam/NL, November 27, 2024 – air up, a pioneer in innovative drinking systems and Kuehne+Nagel BeNeLux broaden their partnership to cover the entire supply chain of scent pods from 2025.

Kuehne+Nagel’s fulfilment centre in Veghel, the Netherlands, has been handling air up’s e-commerce fulfilment activities since 2022 for the Dutch and Belgian markets. Since October 2024, Kuehne+Nagel has also been handling the packing of the scent pods, using paper packaging instead of plastic. Under the new agreement, the distribution services from Veghel will now include all European Union countries, as well as Switzerland and Norway.

As of 2025, the facility will also cover the production of the scent pods. All activities span an area of 7.000 sqm. By regrouping and consolidating the scent pods supply chain in the Netherlands to one location, both partners expect to significantly reduce CO2 emissions in line with their commitment to sustainability.

Lena Jüngst, Co-Inventor & Co-Founder of air up: “At air up, sustainability has been a focus area from the beginning. Partnering with Kuehne+Nagel to streamline our logistics and production aligns perfectly with our mission to drive positive environmental change. Together, we are taking meaningful steps to minimise emissions, reduce plastic waste, and improve overall supply chain efficiency.”

“Developing solutions to reduce CO2 emissions in logistics and minimise environmental impact is at the core of our activities. The consolidated activities for air up in our fulfilment centre in Veghel, enables us to respond more quickly, improve stock availability, and reduce waste by minimising intermediate stocks, comments Jorge Canella, National Contract Logistics Manager at Kuehne+Nagel BeNeLux.

**Kuehne+Nagel  
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Scent pods flavour drinking water through retro nasal olfaction, enabling users to enjoy flavoured water without sugar or artificial ingredients.

#### **About Kuehne+Nagel**

With over 80,000 employees at almost 1,300 sites in close to 100 countries, the Kuehne+Nagel Group is one of the world's leading logistics providers. Headquartered in Switzerland, Kuehne+Nagel is listed in the Swiss blue-chip stock market index, the SMI. The Group is the global number one in air and sea logistics and has strong market positions in road and contract logistics.

Kuehne+Nagel is the logistics partner of choice for 400,000 customers worldwide. Using its global network, logistics expertise and data-based insights, the Group provides end-to-end supply chain solutions for global companies and industries. As a member of the Science Based Target Initiative (SBTi), Kuehne+Nagel is committed to sustainable logistics by reducing its own environmental footprint and by supporting its customers with low-carbon logistics solutions