

Sint-Niklaas becomes a 'Bbox City', offering additional opportunities for local businesses

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Subjekt Bnode
Kontakt <h3>Press Relations</h3> <div>MULTI - Boulevard Anspachlaan 1 bus 1, 1000 Brussels</div>
press.relations@bpost.be www.bpost.be
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Bpost and the city of Sint-Niklaas are joining forces to develop a dense network of Bbox parcel lockers under the name 'Bbox City'. By installing new Bbox lockers, the parcel delivery company and the city administration aim to ease traffic congestion and create additional opportunities for local retailers. Following Ostend, Sint-Niklaas is the second city to enter into this partnership with Bpost.

The explosive growth of online shopping is profoundly transforming our cities. In Sint-Niklaas, Bpost delivers around 2,500 parcels every day, a figure that could rise to 3,750 per day during the upcoming year-end holiday season. Delivering all these parcels door to door exacerbates problems such as emissions and traffic congestion. That is why Bpost wants to work with cities and municipalities to make urban logistics in Belgium more efficient.

Through the 'Bbox City' initiative, Bpost is committing to working with local authorities to expand its Bbox network in cities. Sint-Niklaas is now opting for this type of partnership too. Residents of Sint-Niklaas already receive 500 parcels a day through Bbox lockers, accounting for 20% of all parcels. The higher this share, the fewer kilometres Bpost delivery vans need to travel. In addition, consumers can collect their parcels on foot or by bicycle, reducing CO₂ emissions per delivery by 30% on average.

Lieven Dehandschutter, Mayor of Sint-Niklaas: *"This partnership with Bpost not only makes Sint-Niklaas more sustainable, but also more business-friendly. We are reducing the impact of parcel deliveries on our city whilst, at the same time, giving our local retailers an extra tool to serve their customers."*

Bpost will therefore install new Bbox lockers in Sint-Niklaas, bringing the total number of parcel locker machines in the city to 33. Six new installations have already been planned, the first of which will soon be installed at the De Ster provincial recreation domain. In addition, 12 existing Bbox lockers will be replaced with new models featuring touchscreens and solar panels.

Convenient for local retailers

Bbox lockers also offer a range of opportunities for local businesses. Having a Bbox nearby not only increases footfall and potential revenue, but retailers can also use the lockers to make customer orders available for collection. If a customer wants to collect a product outside normal opening hours, the retailer can place the item in a Bbox locker. The customer then receives a QR code by email, which can be used to open the locker 24/7. In this way, the Bbox becomes an extension of the retail business.

Laurens Himpe, Chief Automated Parcel Officer at Bpost: *"For retailers, this*

means they can expand their services without having to change their opening hours. They retain their local presence and customer relationships while combining them with the 24/7 convenience that consumers expect today."

<https://press.bnode.com/sint-niklaas-becomes-a-bbox-city-offering-additional-opportunities-for-local-businesses>