

News

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LEVALLOIS-PERRET

GEODIS UNVEILS ITS NEW BRAND CAMPAIGN, SYMBOLIZING ITS COMMITMENT TO A SUSTAINABLE FUTURE

"A BETTER WAY TO DELIVER"

GEODIS is launching a new brand campaign featuring its new tagline, 'A better way to deliver', underlining its commitment to a sustainable future for the logistics sector.

The four key visuals in the campaign have been designed to create a strong GEODIS identity and help the Group move closer to its core values and purpose: "Serving people by delivering their goods all around the world with innovative, sustainable and ethical logistics."

GEODIS's new tagline, "A better way to deliver", reflects the company's determination to continually reduce its environmental impact by offering a responsible and sustainable service to all its customers. It also highlights the Group's desire to put people at the heart of its logistics operations, in order to offer the best delivery solutions and a personalized, respectful experience for customers and employees alike. And lastly, it symbolizes the Group's commitment to keeping pace with the very latest trends in logistics, which need to address global economic and technological upheavals.

The new campaign will launch in the press and on social media on October 3, 2024.

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GEODIS – www.geodis.com

GEODIS is a leading global logistics provider acknowledged for its expertise across all aspects of the supply chain. As a growth partner to its clients, GEODIS specializes in four lines of business: Global Freight Forwarding, Global Contract Logistics, Distribution & Express Transport, and European Road Network. With a global network spanning nearly 170 countries and 53 000 employees, GEODIS is ranked no. 5 in its sector across the world. In 2023, GEODIS generated €11.6 billion in revenue. GEODIS is a company owned by SNCF group.

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