

Parcelhero Group

media kit

One platform. Every stage of shipping.
From the **first parcel to enterprise scale.**

**Parcel
hero.**

About Parcelhero

Parcelhero is a **single, unified shipping platform** built to support customers as they grow. From individuals sending their first parcel to businesses running scaled ecommerce operations, Parcelhero **removes friction from shipping** without forcing customers to change tools or **migrate systems**.

The platform is structured to **unlock additional capability** as shipping becomes operationally critical.

Professional features are delivered through **Parcelhero Pro and Pro Scale** subscription tiers, with **ParcelVision** available as a **premium post-purchase add-on**. All operate within **the same Parcelhero platform, brand and experience**.

My shipments



20

Latest shipments



17

Collection



05

Issues



02

Tickets

1 new reply

Sender & receiver

Carrier & Tracking ID

Shipment status



Manifested

Get QR code



Manifested

Print label



Address issue

Resolve address

The evolution of the Parcelhero platform

Parcelhero has always been focused on one idea: **make shipping simpler and more reliable**. As customer needs evolved, the platform evolved with them, expanding from **individual parcel sending to full business shipping capability**, without forcing customers to **switch tools or migrate systems**. This progression directly reflects Parcelhero's go-to-market strategy: start simple, **remove friction and unlock more capability** as shipping becomes operationally critical.

2005

Roger Sumner-Rivers launches Deliver Plus, a micro-SME logistics website designed to give small retailers professional shipping support at an affordable price point.

2009

Parcelhero.com launches as a parcel price comparison platform, extending bulk-buying discounts and carrier access to individual consumers and low-volume shippers.

2012

Parcelhero introduces automated carrier selection technology, using data to automatically choose the most appropriate carrier for each shipment, reinforcing reliability and ease of use.

2013

Fastlane International joins the group, expanding international delivery capability and cross-border expertise.

2017

Fastlane International becomes Parcelcompare, strengthening the group's multi-carrier comparison and routing intelligence.

**2019–
2024**

Parcelhero Group companies feature four times in the Financial Times FT1000 list of Europe's fastest-growing companies, reflecting sustained customer adoption and platform-led growth.

2025

Parcelhero announces its evolution into a business shipping platform, introducing automation, ecommerce integrations, enhanced visibility, and professional support, all delivered through the same trusted core platform.

2026

Parcelhero launches Pro and Pro Scale, subscription tiers for merchants shipping at scale. Subscribers can select ParcelVision, a premium post-purchase solution with branded tracking, proactive notifications and self-service delivery resolution.

The Parcelhero platform

Parcelhero is **one platform with multiple tiers and extensions**, designed to support shipping at **every stage of growth**.

Parcelhero Free

Parcelhero Free starts with simple, reliable parcel shipping for individuals and low-volume senders shipping less than 50 orders per month:

- Instant carrier rate comparison for
- Easy booking and label generation
- Access to leading UK and international carriers
- Transparent pricing and trusted delivery performance

This core platform is used by individuals and low-volume shippers, and **forms the foundation** for everything that follows.

Parcelhero Pro & Parcelhero Pro Scale

Parcelhero Pro and Pro Scale are **subscription plans** within the Parcelhero platform for businesses shipping **10+ parcels per week**, adding professional-grade capabilities without enterprise complexity:

- Fulfilment automation to reduce manual work
- Multi-carrier management from a single interface
- Ecommerce integrations (including Shopify)
- Improved visibility and operational control
- Professional support for business-critical shipping

Pro Scale **extends these capabilities** for higher-volume, operationally complex merchants.

Parcelhero Pro and Pro Scale **aren't separate platforms**, they scale with customers as shipping becomes a core operational function.

ParcelVision (Premium add-on)

ParcelVision is a **premium post-purchase delivery experience add-on**, available to Parcelhero Pro and Pro Scale customers.

It addresses one of e-commerce's most persistent challenges: delivery-related **customer support and brand risk**. ParcelVision enables merchants to:

- Deliver branded tracking experiences
- Send proactive delivery notifications powered by smart scan data
- Detect and manage delivery exceptions earlier
- Offer self-service resolution to reduce support friction
- Escalate complex issues to live Parcelhero agents (on premium tiers)

ParcelVision is **priced separately using a hybrid subscription and usage-based model**, ensuring it scales in line with the value it delivers.

Our Parcelhero vision

Parcelhero was built on a simple belief: **shipping should never slow a business down.**

As customers grow, shipping often becomes fragmented, split across carriers, tools, support systems and post-purchase platforms. **Parcelhero takes a different approach.**

Rather than forcing businesses to migrate between systems, **Parcelhero evolves alongside them.**

The same platform that supports a single shipment can support scaled, multi-carrier fulfilment and branded post-purchase experiences.

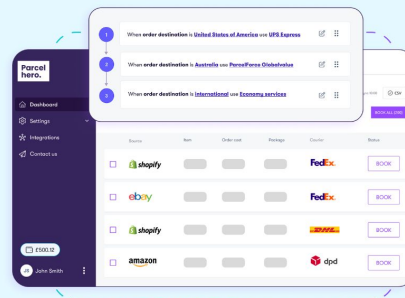
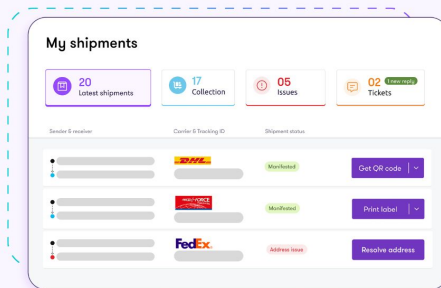
The result is **continuity, confidence and control** at every stage of growth without unnecessary complexity.

For individuals & micro businesses

Start shipping with Parcelhero's Free plan

Perfect for individuals and micro businesses shipping up to 50 orders per month.

- Book shipments in minutes
- Access discounted carrier rates
- Track deliveries with smart alerts
- No monthly fees



For growing ecommerce brands

Scale your operations with Parcelhero Pro & Pro Scale

As volume increases, unlock automation, control, and deeper carrier savings, without changing platforms.

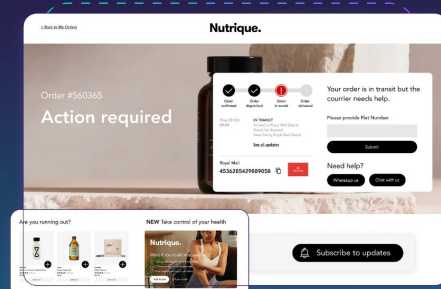
- Bulk shipping and automation rules
- Bring your own carriers
- Returns and team access
- Built for 50+ shipments per month

For high-volume and enterprise operations

Optimise delivery experience with ParcelVision add on

When delivery experience directly impacts revenue, retention, and brand trust.

- Proactive delivery issue detection
- Automated customer support workflows
- Branded, self-hosted tracking
- Enterprise-grade visibility and control



Why businesses choose Parcelhero

A delivery experience platform **built to help businesses scale in control and without complexity.**

A platform that grows with you

Customers **never outgrow Parcelhero**. They simply unlock **more capability** as their needs change.

Simplicity that scales

Automation and integrations reduce manual effort without overwhelming teams.

Control without enterprise friction

Multi-carrier visibility, **smarter workflows** and proactive exception management **without heavyweight systems**.

Confidence at every touchpoint

From checkout to delivery and post-purchase communication, Parcelhero helps businesses **protect trust and brand reputation**.

Business impact

Parcelhero Pro, Pro Scale and ParcelVision help merchants improve the metrics that matter most:

- **Customer lifetime value** (LTV) through more reliable delivery experiences
- **Support cost reduction** by minimising “Where is my order?” enquiries
- Customer retention and brand loyalty through **transparency and predictability**

Get to know the leadership team



Roger Sumner-Rivers

CEO & Founder

25 years of logistics experience; passionate focus on innovation and process improvement.



Mike Goldsworthy

CFO - Chief Financial Officer

15+ years of international experience leading financial strategy and management.



Savvas Kleanthous

CTO - Chief Technology Officer

Thought leader with 20+ years in system architecture and domain-driven design.



Charles Astwood

CIO - Chief Information Officer

Digital entrepreneur who founded and sold Eating, a leading UK online restaurant app.



Cynthia LaRue

CRO - Chief Revenue Officer

Revenue leader for SaaS platforms, including ShipStation, ShippingEasy & ShipEngine.



Warren Drummond

Head of Product & Delivery

Product and delivery leader with 20+ years in scaling complex SaaS platforms.

Awards and recognition

2024 - Dotties

Parcelhero received **Marketing Team of the Year** at the 'Dotties'.



Financial Times FT1000

Parcelhero Group companies have **featured in the Financial Times FT1000** list of Europe's fastest-growing companies **four times** between 2019–2024.



1000
Europe's Fastest
Growing Companies

Recognition we earned ✨

As one of the **industry's most respected voices**, we are often featured in the media as a **business to watch**. We are also regularly asked to comment on varied industry related subjects, from peak trading, tariffs and tech to the ongoing impact of Brexit.

1215
mentions

+700
publications

Bloomberg

BBC

THE TIMES

INDEPENDENT

VOGUE

LE FIGARO

The Telegraph

CITY AM

The Guardian

Brand architecture (Media reference)

**Parcel
hero.**

Parcelhero is the **master brand**.

- Parcelhero: **Core** shipping platform
- Parcelhero Pro / Pro Scale: **Subscription tiers** within the Parcelhero platform
- ParcelVision: **Premium add-on** for post-purchase delivery experience

All products operate under the **Parcelhero brand and visual system**.

Parcelhero **Free**

Parcelhero **Pro &
Pro Scale**

ParcelVision
(Premium add-on)

Media & contact

www.parcelhero.com

For **media enquiries, interviews or partnership opportunities**, please get in touch via the Parcelhero media team at **media@parcelhero.com**.



Parcelhero logo

Our logo is available in two colourways; one for light backgrounds and one for dark backgrounds.

Clearspace and minimum size rules are consistent for both versions.



Light background



Clearspace

Clearspace around the logo is equal to the height of the 'P'.

Dark background



Minimum size

The logo should be no smaller than 40px in height.



40px

Parcelhero typeface

Inspired by the lettering of Swiss poster designer legend Otto Baumberger from the 1930s, GT Walsheim is a geometric, friendly but precise typeface.

We use the Regular, Medium and Bold weights.

GT Walsheim

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

,./?!@£%&()-+“”

RgMdBd

Parcelhero colours

Purple is our dominant colour, with Turquoise, Violet and Pink used for supporting elements and highlighting information.

Tints are predominantly used for backgrounds and to separate sections.

Purple

Hex #36255C
RGB 54 / 37 / 92

80% Tint

Hex #5E517D
RGB 94 / 81 / 125

Turquoise

Hex #07CECE
RGB 7 / 207 / 207

40% Tint

Hex #9CEBEB
RGB 156 / 235 / 235

Violet

Hex #9545FF
RGB 149 / 69 / 255

5% Tint

Hex #FAF6FF
RGB 250 / 246 / 255

Pink

Hex #FF00A6
RGB 255 / 0 / 167

5% Tint

Hex #FFF2FA
RGB 255 / 242 / 250

Thank you

Website: www.parcelhero.com

For our full brand guidelines, see: www.parcelhero.com/en-gb/about-us/newsroom/

**Parcel
hero.**