

# This Christmas, GLS Spain reminds us that there are intertwined stories behind every parcel

- In the **#Shortstoriesfromabox** campaign, we accompany operational staff and delivery drivers on their journey to deliver a parcel
- Videos that capture these stories will be available on social media and on GLS Spain's website from December 16th

**Madrid, 16 December 2021.** Alma, Salva, Ángel, and Amparo play the leading roles in the campaign launched by GLS Spain this Christmas to show that each parcel delivery is linked to a story and personal commitment that leave a small daily trace.

The narrative thread revolves around a parcel and its journey until it is delivered to the person it is addressed to. In each of the four episodes, which last just over a minute, the four delivery drivers share their work in four everyday scenes.

These journeys are filled with emotional encounters and small anecdotes that show that the distribution of a parcel is much more than just a service; it is a connection between people that send and receive things they care about thanks to the work of others, who get involved in the process and leave their mark in it. In short, these are personal stories that can even be "magical" this time of the year.

*"One of GLS Spain's main business goals is to strengthen and emphasise the human side of daily parcel deliveries, and we will continue working to promote the motivation and ties of our employees with the company, where we want them to feel recognised and respected," states Luis Doncel, General Manager Iberia.*

The launch of the **#Shortstoriesfromthebox** Christmas campaign reflects GLS Group's new corporate identity, which was presented last October to respond to the demand for more straightforward, more transparent, and sustainable shipping solutions from customers and users. In line with this, the updated brand identity offers a fresher, more dynamic, human, and digital-friendly image.

Click on the link to watch the four episodes of **#Shortstoriesfromthebox**: <https://www.gls-spain.es/es/shortstoriesfromabox/>

## About GLS Group

GLS Group is a leading cross-border parcel service provider. The company provides reliable, high-quality and personal parcel services to customers in 41 countries, complemented by freight and express services. Thanks to the company's expansive cross-border network and strong local



market knowledge, customers can expect the same seamless, flexible and personal service across Europe and beyond. GLS also operates through wholly-owned subsidiaries in Canada and on the USA's West Coast. The GLS network consists of 71 central and regional transshipment points and about 1,500 depots, which are supported by approximately 31,000 final-mile delivery vehicles and 4,000 long-distance trucks. GLS employs around 21,000 people. In 2020/21, GLS generated record revenues of 4.5 billion euros and delivered 840 million parcels, despite global challenges.

For more information, visit our web [gls-group.com](https://gls-group.com).