

Press Release

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First e-truck: bonprix focuses on e-mobility

With its “positive choice” CR strategy, bonprix is continuously driving forward the topic of sustainability. A central component is the reduction of greenhouse gas emissions, including measures to make the supply chain more sustainable. This is where the fashion company is now starting with domestic transport: the first e-truck for bonprix has been on the road in Germany since 1 July 2025, saving around 46.5 tonnes of CO₂ per year on its route between Hamburg and Haldensleben compared to a diesel truck. Together with SupplyX, a logistics company of the Otto Group, bonprix is thus setting a strong example for more climate-friendly transport.

“At bonprix, we take a holistic approach to promoting sustainability throughout the entire value chain—from the selection of materials to production at our suppliers and transport. That is why we are delighted to extend our sustainable approach to the road with our first bonprix e-truck,” comments Stefanie Sumfleth, Vice President Corporate Responsibility, Technical Product & Sourcing at bonprix, on the decision in favour of the e-truck. “Our vision is for e-mobility to play a growing role in freight transport, so that the mail order business as a whole saves emissions and becomes more climate-friendly.”

bonprix’s goal is to reduce greenhouse gas emissions along the entire transport chain.¹ This is to be achieved, among other things, by reducing the proportion of air freight, increasing the use of CO₂-reduced fuels in sea freight, the use of inland waterway vessels and the continuous optimisation of land transport. The new e-truck is now also contributing to the targeted reduction in emissions.

“100% fashion, 0 emissions”—e-truck contributes to the reduction of CO₂ emissions

Twice a day, the e-truck transports containers from the port of Hamburg to the Hermes Fulfilment GmbH warehouse in Haldensleben near Magdeburg. This dispatch centre now almost exclusively stores and picks goods from [bonprix](#) and then hands them over for distribution throughout Europe. On the route from the port of Hamburg to the Hermes Fulfilment warehouse alone, the switch from a diesel truck to an e-truck powered by green electricity results in an annual saving of around 46.5 tonnes of CO₂. That is equivalent to 350 flights from Hamburg to Mallorca and back. The vehicle is wrapped in bonprix branding, which was created especially for this vehicle. The inscription “100% fashion, 0 emissions” combines fashion with sustainability in an eye-catching way.

“Our first e-truck marks a significant milestone: there is great potential in the area of freight and transport that we want to exploit in a targeted manner—especially with regard to

¹ bonprix has committed to the Otto Group’s Science-Based Target of reducing absolute greenhouse gas emissions by 42% by the end of the 2031/32 financial year compared to the 2021/22 financial year.

reducing greenhouse gas emissions. We are thus expanding our commitment along the entire supply chain,” emphasises Jochen Heuer, Head of Supply Chain at bonprix.

Long-standing partnership with SupplyX under the umbrella of the Otto Group

With the e-truck project, bonprix is continuing its long-standing collaboration with SupplyX, a leading specialist for digital logistics solutions. Both companies operate under the umbrella of the Otto Group. bonprix is now one of the first Group companies to transport goods using an electrically powered lorry. Together with SupplyX, bonprix is also implementing a digitalisation initiative to track transports and is planning a project to reduce emissions in the supply chain.

Necla Aci, Key Account Manager at SupplyX, emphasises the importance of this cooperation: “Our aim is to promote e-mobility throughout the Otto Group. The first e-truck from bonprix, provided by the haulage company Contrail, marks an important step in this direction. This project is another example of the successful collaboration between bonprix and SupplyX and shows how we are making a joint contribution to climate protection.”

About bonprix

With online shops in 16 European countries and additional B2B business in several markets, bonprix offers its mainly female target group fashion with a strong value-for-money proposition. The e-commerce company, founded in 1986, today reaches approximately 10 million active customers annually. With a revenue of 1.24 billion euros in Europe in the fiscal year 2024/2025, bonprix is among the strongest revenue-generating brand concepts of the Otto Group. Around 1,500 employees are based at the Hamburg headquarter and at other locations in Poland, Italy, and France.

The diverse product range includes womenswear and accessories, complementary assortments for men and children, as well as selected home and living products. bonprix stands for fashion produced in-house in a wide variety of styles and sizes, and pursues an ambitious sustainability commitment.

For more information, visit en.bonprix.de/corporate.

About SupplyX

SupplyX is a leading specialist in digital logistics solutions with a focus on optimising supply chain performance. With branches in Vietnam and Poland and strategic partnerships in India, Pakistan, Bangladesh, China, the USA and other countries, SupplyX offers comprehensive services in the areas of procurement and cross-border logistics as well as strategic supply chain management.

Press downloads

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