

October 20, 2026 | **ShipitSmarter's refreshed brand identity**

- **Dear Customer,**

We are delighted to present our refreshed brand identity and new logo.

This fresh look reflects who ShipitSmarter is today: a modern, reliable and committed partner that helps organisations ship more intelligently and efficiently with our shipping software.

Our new logo brings together our company name, ShipitSmarter, and our TMS platform Viya, in a single visual identity. Over the coming period, you will see our refreshed identity across our website, social media channels and invoices.

Nothing will change for you: your account, agreements, invoice format and bank account numbers will remain unchanged. ShipitSmarter remains ShipitSmarter. For more than 25 years, we have been helping B2B organisations manage their entire shipping process.

Although our appearance is changing, our service will remain just as you know it: personal, knowledgeable and entirely focused on optimising your shipping processes.

If you have any questions about our new brand identity, please feel free to contact us.

ICT & Logistiek, 3–5 November

We would also be delighted to meet you at the ICT & Logistiek trade fair at Jaarbeurs Utrecht on 3, 4 and 5 November. ShipitSmarter will have its own stand there (no.

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09.B086). Please feel free to stop by to discover our refreshed look, learn more about our solutions and speak with our team in person.

We look forward to welcoming you!

Thank you for your continued trust in ShipitSmarter. We look forward to build smarter, future-ready SaaS logistics together (www.shipitsmarter.com)

Kind regards,

On behalf of the ShipitSmarter team,

Michiel van Mourik

