

PARTNER PROGRAM

zalando

Autumn Update

Your dedicated source for the latest partner updates on our evolving e-commerce ecosystem.

October 2024

Topic grouping

and included initiatives

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Expansion of 30-day customer return policy to additional market

IMPLEMENTATION DATE — JANUARY 7, 2025

Following the introduction of the **30-day customer return policy** in Spain and France earlier this year, we are expanding the 30-day return policy to customers in **Belgium, Germany, Italy, and the Netherlands**.

For customer orders placed on and after January 7, 2025, the 30-day return period will apply in:

- Belgium via www.zalando.be
- Germany via www.zalando.de
- Italy via www.zalando.it
- Netherlands via www.zalando.nl

The General Terms and Conditions of the Zalando webshops will be adjusted on the aforementioned dates for the respective webshops. We will notify you accordingly should further markets follow.

As a reminder, these changes are designed to reintegrate returned articles into your inventory more swiftly, **reducing temporary out-of-stock situations, ensuring that popular articles remain available throughout the season and reducing the likelihood of end-of-season overstock.**

If you are doing your own fulfilment, please **review and update your delivery documentation** for the affected markets (BE, DE, IT, NL) **to ensure all references to the return period reflect the new 30-day policy** as of the effective dates mentioned above. Compliance with the revised delivery documentation will be monitored through our **Quality Assurance process**.

For partners who wish to **limit the validity of pre-printed return labels** in these markets, we kindly remind you that the right of return expires 30 days after the date of actual delivery to the customer. →



Expansion of 30-day customer return policy to additional market

IMPLEMENTATION DATE — JANUARY 7, 2025

We encourage you to add 10 days buffer for delivery, resulting in a **label validity of 40 days**. This is to avoid you receiving return label requests from our Customer Care team when a delivery has occurred beyond the expected delivery window.

While customers in the affected markets will be informed about the change, in order to ensure a smooth transition for our customers, **Zalando and you as our partners shall process and accept all returned articles which reach the respective warehouses up to 100 days from delivery for a transitional period ending on December 31, 2025.**

Currently, approximately 90% of our customers return their purchases within the first 30 days, meaning that the majority will experience minimal impact from this adjustment.

We kindly ask you to **treat this information confidentially** and not to share it with any external parties until go-live of the policy on January 7, 2025.

If you have any further questions, please reach out to our Partner Care team via our support form on Zalando Partner University.

— ENABLEMENT

SUPPORT ARTICLES

- [Review and update your delivery documentation](#)
 - [Order Quality Assurance \(QA\) requirements](#)
 - [Support form](#)

IMPLEMENTATION DATE — AS OF NOW

As part of our ongoing commitment to providing you with the best tools to manage your business, we are rolling out a **new feature in zDirect that allows you to update your article images independently.**

With the new feature, you can now directly manage your article images — whether it is adding new visuals, updating existing ones, or removing outdated photos. This new capability allows you to keep your product presentations fresh and appealing, ensuring that your listings always stand out. High-quality and comprehensive images are essential for attracting customers and helping them make informed buying decisions, reducing return rates.

What is changing?

If you own the brand of the articles, you can add new images and delete outdated images directly in zDirect.

If you do not own the brand, you can still improve your article listings by adding images to an existing set and

delete the ones you have added, however, you will not be able to make changes to the core set provided by the brand owner.

Please note, that it takes us up to 3 business days to process your requests and ensure the images fit our guidelines and standards. So we strongly recommend reviewing the Zalando Image Guidelines to minimise rejections.

Additionally, you can now **track the status of your image update requests in zDirect.** This self-service approach eliminates the need for email communication or spreadsheets, streamlining the entire process.

Please note that article image updates are currently available for articles from the current seasons, at the moment these are Autumn Winter 2024, Spring Summer 2025 and Year Round Basic seasons. →



Simplified image updates in zDirect

01 CUSTOMER EXPERIENCE

IMPLEMENTATION DATE — AS OF NOW

To access this feature, simply log into zDirect and navigate to the 'Article listing' module. There, you can hover over the article you wish to update and click on the 'Update images' button to make your changes. For further details, please refer to the support materials linked below.

The screenshot shows the 'Article listing' page in zDirect. The page has a navigation bar with 'zDirect' and various menu items. Below the navigation bar, there are tabs for 'All', 'Live', 'Blocked', 'In review', and 'Rejected'. A search bar and filter options are present. The main content is a table with the following columns: Article variant, Color, Season, Sustainability, Price, Issue, and Status. The first article is '1 - SAMBA - Low Shoe - adidas Performance'. It has two variants: one with article ID 019000-085 (black) and one with article ID 4020817436492 (dark-blue denim). Both variants have 'year_round_basics' as the season and are marked as 'BLOCKED'. The 'Issue' column shows '22 Issues' for the first variant and '6 Issues' for the second. An orange arrow points to the 'Update images' button in the 'Issue' column of the second variant row. The button is highlighted with a yellow box. The status of the second variant is 'BLOCKED'. The page also shows a 'Feedback' button on the right side and a 'Data is updated in realtime' message at the bottom.

If you have any further questions, please reach out to our Partner Care team via our support form on Zalando Partner University.

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SUPPORT ARTICLES

- [Zalando Image Guidelines](#)
- [How to request image updates](#)
- [Access the Article listing page](#)
- [Support form](#)

IMPLEMENTATION DATE — JANUARY 2025

In January 2025, we are implementing important changes to the Merchant Product Submission API, specifically **focused on how error and warning messages are delivered**. This will help to speed up troubleshooting article data submission issues and reduce feedback rounds. This update is anticipated to improve the overall submission process by:

- Minimising the time needed to detect, comprehend and rectify article data submission errors
- Elevating the comprehensiveness of article data submissions
- Strengthening self-service capabilities, facilitating faster issue resolution

In order to make the most of these changes, **it's crucial that your technical teams are informed and ready**. We have created **detailed documentation and a test environment**, available for 3 months, for your team to test the new API responses. This will help identify any issues that the changed structure might cause in your implementation before we roll out the changes in January 2025. You can review the documentation and access the test environment via the link listed below.

Key changes

- **Enhanced error message structure with detailed error descriptions**
The structure of error messages will be refined for better readability and actionability. Error messages will now include clear descriptions, paths, and specific attributes causing the issue, making it easier for you to locate and resolve problems quickly.



- **Immediate rejection of blank/ incorrect identifiers**

To reduce processing times, submissions with empty critical identifiers (e.g. outline, product model IDs) or incorrect identifiers (EANs, non-applicable outlines) will now be immediately rejected instead of later in the article onboarding journey.

- **Introduction of warnings**

In addition to errors, the API responses will now include warnings. Warnings will serve as informational alerts, helping you to identify and correct issues with attributes **before you submit your articles**. As opposed to errors, warnings will not lead to a rejection and will not block your submission. However, we recommend to follow the guidance to improve your overall article data completeness.

Should you need more information about this change, please refer to the articles linked below or reach out to our Partner Care team via our support form on Zalando Partner University.

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SUPPORT ARTICLES

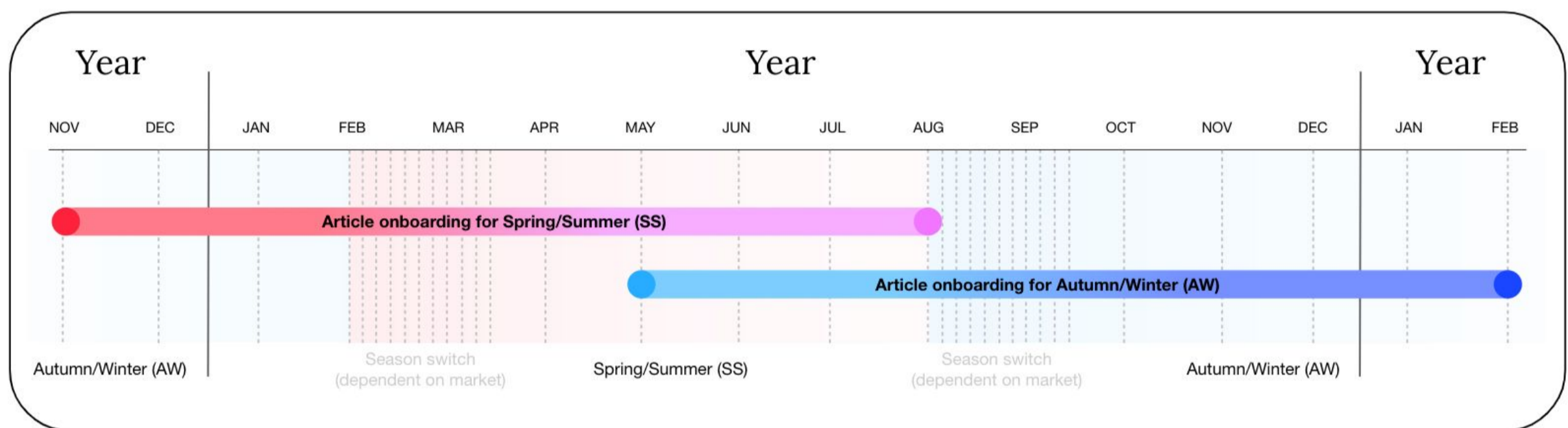
- [Overview for 2025 changes](#)
- [Familiarise yourself with the changes](#)
 - [Test the new responses](#)
- [Overview of errors and warnings](#)

IMPLEMENTATION DATE — NOVEMBER 1, 2024

Spring/Summer 2025 (SS25) article onboarding starts on November 1, 2024. From this date on, you will be able to upload your article data and complete the article onboarding process. During the onboarding process, you create your articles and submit their data, including images and attributes. Once the articles are created, you can set prices and add stock, activating the article and bringing it live on Zalando. Articles can be activated as soon as the creation process is complete.

To learn more about the article onboarding process and the exact dates, please read the details in the articles linked below.

For article onboarding and seasons we follow the below timeline:



We encourage you to start uploading your articles from November 1, 2024. Early preparation will allow you to ensure that your articles are ready and available for our customers latest before the official Spring/Summer 2025 (SS25) launch in February.

For partners using Zalando Fulfillment Services (ZFS)

Here is your checklist to ensure a smooth ramp up of new season stock:

- Start onboarding your articles as soon as possible, so you can start inbounding your stock starting November and **latest** in January/February before the season changes. Please use our extensive guidelines linked below to avoid data rejections.
- Re-familiarize yourself with our forecasting essentials by reading the article below (Submitting your ZFS weekly forecast on zDirect) and update your 16-week forecast weekly with the latest volume estimate.
- We recommend submitting shipping notice requests for your inbound deliveries as far in advance as possible, to ensure available capacity.

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SUPPORT ARTICLES

- [Article onboarding and management](#)
 - [Image and content guides](#)
 - [Season timeline and season switch](#)
- [Submitting your ZFS weekly forecast on zDirect](#)
 - [Key dates to remember for 2024](#)
 - [Support form](#)

Activation of CXM KPI 'Reimbursement on Target (RoT)' in the Netherlands

IMPLEMENTATION DATE — NOVEMBER 1, 2024

This change applies to partners using their own fulfilment. Partners utilising Zalando Fulfilment Solutions (ZFS) are not affected by this update.

At Zalando, we continuously strive to improve the post-purchase experience for our customers and support you, our partners in maintaining high-performance standards. As part of this effort, we are **re-activating the Reimbursement on Target (RoT) KPI monitoring in the Netherlands as of November 1, 2024**, following the resolution of previous technical limitations.

How does this impact you as a partner?

You will be able to monitor your RoT performance in the Netherlands through the Customer Experience Model (CXM) dashboard in zDirect, just as you already do for other markets. This update allows for accurate visibility into your reimbursement timelines and the opportunity to identify and address any underperformance early on.

Since RoT has always been part of the CXM framework, there are no new requirements for you. The activation of RoT monitoring in the Netherlands simply aligns this market with others.

If you fail to meet RoT targets during the steering period, you may face reduced visibility and continued non-compliance may lead to a deactivation of your sales channel in the Netherlands. →



Activation of CXM KPI 'Reimbursement on Target (RoT)' in the Netherlands

IMPLEMENTATION DATE — NOVEMBER 1, 2024

Important dates to remember:

- **October 1 - 31, 2024:**

A one-month monitoring period begins, during which you will not face any visibility consequences for substandard or bad RoT performance.

- **November 1, 2024 (steering period: October 22 - 28, 2024):**

RoT performance consequences will come into full effect in the Netherlands. This means that your RoT performance during the steering period (October 22 - 28, 2024) will directly determine the visibility adjustments that take effect from November 1, 2024. We recommend focusing on reviewing and improving your RoT performance as this will be the final window before visibility consequences are applied.

If your RoT is rated 'Substandard', your own fulfilled articles will experience reduced visibility compared to those sold by Zalando Wholesale or higher-performing partners. If your RoT is rated 'Bad', you will face both reduced visibility and a deactivation warning.

- **November 16, 2024:**

This marks the earliest date that you could be deactivated due to consistently poor RoT performance for 15 consecutive days, starting from November 1, 2024.

Please check your RoT performance regularly and take necessary actions to meet the required standards to ensure that you secure a best-in-class shopping experience to all customers. You can refresh your knowledge on RoT through the help article below.

If you have any further questions, please reach out to our Partner Care team via our support form on Zalando Partner University.

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SUPPORT ARTICLES

- [CXM KPI targets](#)
- [Reimbursement on target](#)
 - [Access zDirect](#)
 - [Support form](#)

IMPLEMENTATION DATE — OCTOBER 2024

As communicated in our Summer Update on July 10, 2024, starting from January 2025 onwards, Zalando is obliged to transfer **your master data about your EU established business as well as transactional data (DAC7 information) for each calendar year to the German tax authority**. The filing period covers the calendar year of 2023 and 2024.

Please see below for the relevant additional DAC7 information you will be **requested to submit** on zDirect between the **end of October 2024 and December 31, 2024**.

- Your **Personal EU Tax Identification Number(s)** if you are a sole proprietor, or respectively, if you are a legal entity, the **Local EU Tax Identification Number(s)** of your business
- The **EU country** of these number(s)

If you **do not provide** the information after our request and subsequent reminder that we will send via email, we will be required to **block you from selling on Zalando**. For further information, please refer to section 4.7 of our Platform Rules in its current version.

Once we have submitted the information to the German tax authority, you will receive access to the report and corrections to the transactional data due to returns or cancellations.

If you have further questions or if you need more information about the data provided to the German tax authority, please refer to the DAC7 articles inked below or reach out to our Partner Care team via our support form. Please select '**Platform Reporting**' as your contact reason.

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SUPPORT ARTICLES

- [DAC7 platform reporting obligations - FAQ](#)
- [Reporting obligations of digital platform operators \(DPI DAC7\)](#)
 - [Platform Rules](#)
 - [Support form](#)



Update of the General Product Safety Regulation (GPSR)

IMPLEMENTATION DATE — DECEMBER 13, 2024

In our Summer Update sent on July 10, 2024, we informed you that the **EU General Product Safety Regulation 2023/988 (GPSR) will come into force on December 13, 2024.**

This is to outline your responsibilities to enable the initial product onboarding, ongoing article master data management, and product due diligence at Zalando.

Starting in December, you will be required to submit the following applicable product information:

- Details about the product manufacturer
- Importer
- Responsible person
- Seller (business partner)
- Unique product identifiers (model/type code and EAN/GTIN)
- Any warnings and safety information, and instructions in PDF (if applicable)

Please note that missing information can prevent further processing and sale of an article. The requirements can be found in **chapter 3.3 Product Documents and Data, Quality Assurance Manual version 9**. The information demonstrates a product's conformity and safety and facilitates statutory internal checks.

Please take the time to collect the required information to share in December. You will be contacted by Zalando with further details on how to provide the requested information to us.

As a reminder: The Quality Assurance Manual is an integral part of the contract between Zalando and its partners, whether or not a partner has signed it separately. The manual is updated biannually, with version 10 scheduled for publication in December 2024.

Our Platform Rules (section 4.1.2) will be updated accordingly in due course.

— ENABLEMENT

SUPPORT ARTICLES

- [Quality Assurance Manual](#)
 - [Platform Rules](#)
 - [Support form](#)

Update on the Extended Producer Responsibility (EPR) obligations for packaging in Spain

IMPLEMENTATION DATE — JANUARY 1, 2025

On July 1, 2024, we informed you that Zalando as a platform is required by law to collect and verify the EPR registration ID on the packaging of all partners. And also, that due to the barriers encountered in collecting the EPR registration ID in Spain, we will not deactivate live partners or block partners during onboarding who cannot provide the aforementioned information.

The procedures to obtain a local VAT and register with the new EPR system remain demanding for many of you, and you are therefore unable to comply with this obligation.

To support you, **we are implementing new processes to standardise the reporting and payment of EPR fees in Spain** to ensure that you remain compliant with Spanish regulations and to reduce a significant administrative burden. **What this means in detail**

- If you have successfully registered, you will need to **submit your EPR ID via zDirect by the end of 2024**. Please see the **help article on how to submit** your information below.
- If you were **unable to register**, hence will be non-compliant until the end of 2024, **we will manage and pay the EPR fees for Spain on your behalf**, starting January 1, 2025. The costs that we cover for you for 2025 will be charged back to you in 2026. The **transparent chargeback** will include your EPR fees plus a service fee to cover administrative costs. We will share further details in Q2 2025.

To learn more about EPR obligations please refer to the help articles linked below.

Please note, that we will amend our [Platform Rules](#) to include the chargeback clause in December 2024.

If you have any further questions, please reach out to our Partner Care team via our support form on Zalando Partner University.



— ENABLEMENT

SUPPORT ARTICLES

- [Quality Assurance Manual](#)
- [Support form](#)

New labelling requirements for heavy parcels in Germany

IMPLEMENTATION DATE — JANUARY 1, 2025

From January 1, 2025, parcels weighing more than 10 kilograms (kg) must be marked as such under the German Postal Law (§ 73 in connection with § 112 sec. 10 PostG). This is a new law issued by the German government to improve health and safety regulations for personnel in the logistics delivery industry, which **requires the sender to include a weight indication on the parcel.**

As a result, **there will be a special label for parcels that weigh between 10 and 20 kg and for parcels that weigh more than 20 kg.** Please read the details in the article linked below.

Please **ensure that the weight of a parcel is determined and the correct labels are applied**, as this is an important part of the process. Depending on the carrier's capabilities, labels can be applied digitally or manually.

You should be aware that **not complying may result in:**

- **Possible delays in the delivery time of overweight parcels** due to rework by the carrier to add correct labelling. You will be responsible for the Customer Experience Model (CXM) impact of any such delays.
- **Penalties or additional charges are at the discretion of the carrier.** If these fees are charged to Zalando, we will pass them on to you.

Your own carriers may contact you on this topic. If you haven't received any updates, it might be helpful to reach out to them directly.

For those using our Zalando Shipping Solutions (ZSS), we will continue to provide regular shipping labels for shipments below 10 kg as a default. This is by far the most common scenario. For the rare cases of shipments that exceed 10kg, you will receive further details before the new law comes into effect on January 1, 2025. ZSS will continue to process and deliver also those shipments without any extra cost or effect on lead time.

Should you have any questions, please reach out to our Partner Care team via our support form on Zalando Partner University.



— ENABLEMENT

SUPPORT ARTICLES

- [Adjusted obligations for heavy packages to Germany](#)
- [Support form](#)

Update to the settlement files regarding delivery-related manual refunds

IMPLEMENTATION DATE — NOVEMBER 1, 2024

Starting November 1, 2024, Zalando Payment Services (ZPS) will **simplify and streamline the publication and reconciliation of manual refunds in the settlement files.**

By standardising these entries and bringing in a uniform approach to all transactions in the settlement files, it will be easier to identify manual refunds quickly and accurately, boosting your operational efficiency when it comes to the reconciliation of payments and inventory positions, as well as follow-up actions.

What is a manual refund?

A manual refund is a refund of an article initiated by Zalando Customer Care (CuCa) after having been requested by a customer. This typically occurs when the customer encounters issues that prevent an automated refund, such as non-receipt of the article, or failure of their return to reach the warehouse. For further details on manual refunds, please refer to the Platform rules, section 7.4.

Manual refunds connected to logistics for delivery and return are charged to you depending on the underlying fulfilment method, and the manual refund reason in question. Different such scenarios are detailed in the article listed below. In such cases, ZPS will provide details of those transactions in the settlement files with two important fields: Type and Subtype.

Please see below how the settlement file will look from November 1, 2024. For reference on how it looks now, please check the help article below until October 31, 2024.

If you have any further questions, please reach out to our Partner Care team via our support form on Zalando Partner University.

Zalando Order Number	EAN	ORDER_DATE	Partner Shipping/Return Date	Document Date	Due Date	Type	Subtype	Currency	Gross Partner Revenue
10101336833200	195250034268	02.07.2021	03.07.2021	03.07.2021	03.07.2021	Man. Refund	Delivery warehouse	EUR	132.9
10101336833200	195250034270	02.07.2021	03.07.2021	03.07.2021	03.07.2021	Man. Refund	Delivery shipping provider	EUR	132.9

Zalando Order Number	EAN	ORDER_DATE	Partner Shipping/Return Date	Document Date	Due Date	Type	Subtype	Currency	Gross Partner Revenue
10101336833200	195250034268	02.07.2021	03.07.2021	03.07.2021	03.07.2021	Man. Refund	Delivery warehouse	EUR	132.9
10101336833200	195250034270	02.07.2021	03.07.2021	03.07.2021	03.07.2021	Man. Refund	Delivery shipping provider	EUR	132.9

Zalando Order Number	EAN	ORDER_DATE	Partner Shipping/Return Date	Type	Subtype	Currency	Gross Partner Revenue
10101336833191	195250034221	02.07.2021	03.07.2021	Cancelation	Missing Sale	EUR	143.9
10101336833191	195250034222	02.07.2021	03.07.2021	Cancelation	Missing Sale	EUR	29.99
10101336833191	195250034223	02.07.2021	03.07.2021	Cancelation	Missing Sale	EUR	119.99
10101336833191	195250034221	02.07.2021	03.07.2021	Sale	Manual Refund	EUR	-143.9
10101336833191	195250034222	02.07.2021	03.07.2021	Sale	Manual Refund	EUR	-29.99

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SUPPORT ARTICLES

- [How can I spot manual refunds in the settlement files*](#)
- [Type and subtype combinations in the settlement files*](#)
 - [Platform Rules](#)
 - [Support form](#)

*This article will be updated on November 1, 2024 to reflect the updates in the settlement files.

IMPLEMENTATION DATE — Q2 2025

At Zalando, we are committed to consistently providing our customers with transparent and accurate information about the assortment we offer them, as outlined in our sustainability ambitions within the Zalando Group Strategy linked below.

As of Q2 2025, our voluntary **Sustainability Product standards criteria will be updated**. These criteria define **which articles qualify for a sustainability-related attribute** in the customer experience and therefore will affect **which articles qualify for the commission discount**. While the commission discount rate stays the same, some articles may lose eligibility if they do not fulfil the new criteria, while others may become eligible due to newly added criteria.

Why we are changing the criteria

Our Sustainability Product Standards criteria are key to highlighting your efforts towards environmental impact reduction of products, and enable us to showcase compliant, trustworthy sustainability-related attributes to our shared customers. The 2025 criteria update supports our sustainability goals by going beyond compliance, responding to regulators and consumers who are driving the fashion industry toward a more sustainable, equitable, and circular supply chain. →



IMPLEMENTATION DATE — Q2 2025

What will change for you

These changes will influence the customer-facing sustainability-related product claims that are made on the platform (e.g. organic materials, recycled materials). They will include, without being limited to, the following:

- Removal of 9+ certifications, licensed and trademark materials
- Addition of 5+ new certifications, licensed and trademark materials
- Phasing out of component-based claims **and** transitioning all categories to full product sustainability-related claims, including footwear, outerwear, and accessories
- Raising the minimum percentage thresholds for some attribute groups (i.e. amount of certified material required per item, for a sustainability-related product attribute to be eligible)

What you should do next

Oct-Nov 2024	Review the updated Sustainability Product Standards and upcoming changes (see articles linked below). Ensure your assortment meets the new criteria and prepare your data accordingly.
Q4 2024	Look out for forthcoming communications and enablement materials, which will provide detailed updates on the timelines and the process for implementing these changes.
Q1 2025	Gather and submit your data for the new criteria via your preferred channels (e.g., Integrators, Sustainability Attribute Update Template, etc).
Q2 2025	All changes will come into effect - only products meeting the new criteria will display sustainability-related claims. You can continue sharing broader sustainability-related data for reporting and strategic initiatives.

Should you have any questions, please reach out to our Partner Care team via our support form on Zalando Partner University.

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SUPPORT ARTICLES

- [Zalando Group Strategy - Strategy Update 2024 Keynote](#)
- [Sustainability Product Standards at Zalando: Full Guide](#)
- [Changes in our approach to Product Sustainability in Q2 2025](#)
- [Support form](#)

Change in warehouse address for wrongly returned partner articles in Germany

05 LOGISTICS

IMPLEMENTATION DATE — OCTOBER 15, 2024

We are **updating the return logistics process** by **changing the warehouse address for articles that were returned by mistake** to partners with a return centre in Germany. For partners in other markets, the return address remains unchanged.

Currently, when a customer in Germany returns articles to your warehouse (Partner A) that include return articles from a different partner (Partner B), you must forward these wrongly returned articles to our warehouse in Hörselgau.

However, starting **October 15, 2024, this process will transition to our new warehouse address in Greven.**

Please redirect all wrongly returned articles to the following new address:

CEVA Logistics CFS E-Business GmbH

Otto-Lilienthal-Str. 38
48268 Greven
Germany



— ENABLEMENT

This change is part of our effort to **streamline return logistics** and ensure a more efficient process for handling such articles.

The updated address will be included in the help article on Zalando Partner University listed below.

Important timelines and details to note for the transition and implementation:

- **October - December 2024:** During this transition phase, please start sending articles to the new address in Greven, but the old Hörselgau address will still be valid.
- **January - June 2025:** Articles wrongly sent to the old address will be forwarded by Zalando to the new Greven warehouse at **no additional cost**.
- **After June 2025:** Our warehouse in Hörselgau will no longer process these articles. Deliveries sent to the old address will be **rejected, and you will be responsible for covering the costs** associated with re-delivering to the correct address.

Please ensure that you update your internal processes and logistics setup to reflect the new warehouse address.

This may involve changing your carrier information, updating your warehouse systems, and making sure your team is aware of the new procedures. Failure to update the address could result in rejected deliveries after June 2025, leading to additional costs for your business.

If you have any further questions, please reach out to our Partner Care team via our support form.

SUPPORT ARTICLES

- [What to do if you receive a wrongly returned article](#)
- [Support form](#)

New Zalando Partner Brand

LAUNCH DATE — September 25, 2024



We are excited to introduce **Zalando Partner**, our new brand that **unifies and simplifies all partner-facing offerings** on the Zalando platform, providing you with **a more consistent and streamlined experience**. Zalando Partner builds on the trust, credibility and market strength of the Zalando brand.

As part of this change, we are updating the look and feel of partner-facing materials, along with a simplified naming of our services.

- Our marketing services (formerly Zalando Marketing Services - ZMS), are now called **Zalando Partner Marketing Services** and
- Our logistics services (formerly Zalando Logistics Solutions - ZLS) have been renamed **Zalando Partner Logistics Services**.

Our **new Zalando Partner website** www.partner.zalando.com centralises all partner-related information and also provides a direct access to Zalando Partner University through the 'University' option on the navigation menu.

While our new brand is designed to simplify your interaction with us and offer a clearer understanding of our services, **the partnership models you are already familiar with and your day-to-day operation will remain the same.**

We encourage you to **explore the new Zalando Partner brand**. You can find relevant articles in the section below.

If you have any further questions, please reach out to our Partner Care team via our support form on Zalando Partner University.

— ENABLEMENT

SUPPORT ARTICLES

- [Explore our new Zalando Partner website](#)
- [Support form](#)

NEXT UPDATE

Winter Update

Should you have any questions, please reach out to our Partner Care team via our [support form](#) on Zalando Partner University.

Should you have trouble logging in, please reach out to our Partner Care team at partner-care@zalando.de.

zalando **PARTNER**