

DIA Group Introduces Amazon Lockers To Madrid Stores

Published on Nov 29 2017 10:40 AM in [Technology](#) tagged: [Spain](#) / [DIA Group](#) / [Amazon Lockers](#)



Spanish retailer DIA has announced that it will [introduce Amazon lockers](#) at 13 of its La Plaza de Dia stores in Madrid.

DIA and the online retail giant are expanding their collaboration agreement by allowing customers to pick up food and non-food purchases made through Amazon's website at the DIA stores.

Customers' orders will be placed in automatic, easy-to-use and safe pickup lockers, where they can enter their PIN or scan a bar code for collection, according to the Spanish retailer.

The pickup times will correspond to the store opening hours, from 9am until 9pm. Customers will have three working days to pick up their order, after which time their product will be returned to Amazon, DIA said in a statement.

'Convenient And Simple'

"This new partnership with Amazon fulfils the objective within DIA Group of placing the customer at the centre of our decisions and enables us to offer new services that are convenient and simple to make their lives easier," said Amando Sánchez Falcón, chief services officer at DIA.

Amazon and DIA entered a collaboration agreement in September 2016. Since that time, La Plaza de Dia's products have become available on Amazon Prime Now, and, more recently, customers have been able to buy [private-label products from Clarel on Amazon's marketplace](#).

European Trend

Other retailers have also availed of Amazon's locker systems. Italian retailer [Pam Panorama made a similar deal](#) with Amazon last September to install self-service kiosks at 66 of its stores across 11 regions in the country.

[UK retailer Morrisons introduced](#) an Amazon locker-collection service in September 2016, with plans to install 'hundreds' more around the country, it said at the time.

Most recently, Swiss retailer [Migros invested in the German start-up company Emmasbox](#) to offer cooled boxes for click-and-collect food ordered online. German retailer Edeka and Austrian logistics company Pfeiffer Logistik, part of the retailer Unimarkt, had already introduced Emmasbox lockers.