



A Touch of Paris, Delivered on Time

When you think of Ladurée, you think of exquisite macarons, iconic pastel colors, and a lifestyle that embodies elegance and indulgence. To ensure this special experience always arrives on time in Germany and neighboring countries, Ladurée relies on **GO! Express & Logistics**.

Why GO!

For Ladurée, speed alone isn't enough. **Personal contact**, combined with excellent value for money and reliable service, were the key reasons for choosing GO! Especially in an industry where freshness and precision are essential, you need a partner who operates at eye level.

The Challenge:

The mission was clear: **timely delivery** of delicate goods — both nationally and internationally. Macarons are a sweet promise, and this promise must never be broken by delays.

LADURÉE
Paris



The Solution:

With GO!'s **express service** — primarily in Germany, but also to Switzerland, Austria, Belgium, and the Netherlands — Ladurée was able to ensure that every shipment arrives exactly as customers expect: fresh, punctual, and flawless.

The Difference:

What Ladurée especially appreciates:

direct communication. Questions or challenges? One call is enough. Instead of anonymous hotlines, there's personal contact and genuine exchange.

The Result:

The collaboration not only runs smoothly but exceeds expectations: **orderly, reliable, and absolutely satisfying.** In short, GO! delivers what Ladurée promises — an extraordinary (taste) experience.

"With GO! we know that our macarons arrive at our customers' doors just as stylishly and punctually as they do in our boutiques." – Ladurée

About GO! Express & Logistics

GO! Express & Logistics is Europe's largest independent express and courier service provider. The global partner network was founded in 1984 and currently comprises over 100 GO! stations in Europe. Approximately 1.400 employees and 1.700 drivers and couriers work hard every day to transport over 10 million consignments per year.

Under the motto „beyond limits“, GO! offers a comprehensive portfolio of logistics solutions ranging from regional courier transportation and global express shipping of goods, documents and extremely time-critical consignments to sensitive shipments or complex customer requirements. Its services also include tailored supply chain solutions and extensive value-added services 365 days a year and around the clock.