

# Google locks up deal for parcel firm

November 30 2012

---



Google has agreed to acquire Canadian start-up BufferBox, which manages self-service parcel lockers to help consumers avoid missed deliveries, the companies said.

Google has agreed to acquire Canadian start-up BufferBox, which manages self-service parcel lockers to help consumers avoid missed deliveries, the companies said Friday.

Terms of the deal were not disclosed.

The company began with a [pilot project](#) in Waterloo, Ontario, and has been rolling out a network of pick-up stations across the Toronto area.

"We are now excited to share that we have been acquired by Google," BufferBox said in a blog posting.

"We have a huge vision for this space and we couldn't be happier to be building it out within a fantastic organization."

A Google statement said: "We want to remove as much friction as possible from the shopping experience, while helping consumers save time and money, and we think the BufferBox team has a lot of great ideas around how to do that."

The move comes with Google increasingly entering the retail space with its own shopping site and a Google Play Store, which sells not only digital products but hardware such as Google-branded tablets and smartphones.

The service could help Google compete with other online retailers like Amazon, which have similar services.

On Wednesday, [Google](#) said it agreed to buy the [marketing firm](#) Incentive Targeting in a move that gives the tech giant more tools to work with retailers on discounts and other promotions.

(c) 2012 AFP

Citation: Google locks up deal for parcel firm (2012, November 30) retrieved 2 May 2024 from <https://phys.org/news/2012-11-google-parcel-firm.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is

provided for information purposes only.