



Federico Rella, vice-president and corporate affairs manager of Logista Italia

Network champions

Logista: 20 years working in distribution in Italy, with innovation and sustainability

With 200,000 sales points in seven countries (Spain, Portugal, Italy, France, Belgium, the Netherlands and Poland), Logista is a leader in proximity logistics for smoking and vaping products. In Italy, the company supplies 60,000 sales points, covering all municipalities every week, and has a logistics network based on three large hubs, 89 transit points, and a fleet of around 500 trucks and vans. In addition, the company started a diversification strategy by working in the distribution of more than 2,000 retail goods (Logista Retail) and pharmaceuticals (Logista Pharma).

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Established in 2005 by through Logista Group's acquisition of Etinera - the logistics division of Eti (Ente Tabacchi Italiani), Logista Italia is celebrating 20 years in business in 2025. "From the very beginning, we have focused on rationalising the network", says Federico Rella, vice-president and corporate affairs manager, "working impartially with all stakeholders to improve efficiency and services for manufacturers and tobacconists. Centralising the business and modernising the facilities has optimised operational flow, while improving our information systems has made stock and order management more efficient". On the sustainability front, Logista has for years adopted a strategy of reducing its environmental impact, which has enabled it to obtain numerous Esg certifications and to develop a model defined as a "sustainable way of doing business". Among the main initiatives: the nearly exclusive use of renewable energy to power operative facilities; solar panels on the warehouses, which are already generating 1 megawatt per year, with the goal of reaching 5-6 megawatts; reusing of used cardboard boxes for deliveries up to four to five times; the Recycle-Cig project, which organises the collection and recycling of used electronic cigarettes, through their partnership with the Ministry of the Environment, the Centro di Coordinamento Raee and the Federazione Italiana Tabaccai.

"As logistics specialists, we translate the idea of sustainability into concrete facts, enacting tangible best practice in reverse logistics. But for 20 years our greatest source of pride has been to be close to millions of people, discreetly, in their daily lives", Rella concludes. ■