

Logista: 20 Years of Innovation in Distribution in Italy

A milestone marking a journey of growth, innovation, and sustainability, launching the communication campaign “Logistics of Emotion”

Rome, February 13, 2025

Logista, Europe’s leading distributor of products and services for retail points, is celebrating twenty years of operations in Italy, a milestone that reflects a journey of continuous growth and transformation. Logista Italia was established in 2005 when the Logista Group acquired Etinera, the logistics division of Ente Tabacchi Italiani (ETI). Since then, the company has invested in operational efficiency, digitalization, sustainability, and modernization of its logistics network, solidifying its leadership in proximity distribution.

Today, the company is a key player in the field, ensuring the connection between Manufacturers and Retailers through an extensive network that reaches 100% of Italian municipalities every week, supplying over 60,000 retail points. With three hubs and approximately 90 transit points across the country, Logista has developed one of the largest logistics and commercial networks in Italy, managing four million orders per year. As the market leader in the distribution of smoking and inhalation products, the company ensures an annual tax revenue contribution of approximately €15 billion to the Italian state.

In addition to its core business of tobacco and inhalation product distribution, Logista has implemented an effective diversification strategy through its subsidiary, Logista Retail. With a catalogue of over 2,000 products – including electronics, food, and personal care items – the company collaborates with leading brands to provide innovative solutions to its retail partners. This ever-evolving segment allows the company to respond to the changing needs of proximity commerce.

Building on its experience in regulated markets in Italy and the Group’s specialized expertise in the pharmaceutical field, Logista Pharma Italia was established in 2023. Entering the healthcare sector marks a strategic step that enables the Company to contribute to the distribution of essential health products, further strengthening its role in the logistics panorama.

Logista Italia closed the 2024 fiscal year with Economic Sales of €402 million and Revenues of €4.4 billion. Looking ahead with renewed enthusiasm and determination, the company remains committed to growth, investment in the twin transitions – ecological and digital – and the development of services that address future challenges.

Logista

One example is RECYCLE-CIG, the organized network for collecting, recovering, and recycling used electronic cigarettes. Launched as a pilot project in 2023, the initiative is now operating on a national scale, with over 30,000 tobacco shops equipped with special boxes where consumers can dispose of these small Waste Electrical and Electronic Equipment (WEEE), regardless of purchasing new products.

María Pilar Colás Castellote, CEO of Logista Italia, stated:

“Over the past twenty years, Logista has led a transformation in Italy, going beyond traditional logistics to offer value-added services that meet the evolving market needs. Our dedication to innovation has enabled us to integrate cutting-edge technologies, enhancing every aspect of our service with a human-centric approach.”

Federico Rella, Vice President and Corporate Affairs Director of Logista Italia, added:

“Every new challenge has been an opportunity to grow, innovate, and diversify, and has always been guided by our commitment to making a positive contribution to the future of the communities we serve. We are proud to be a reliable and innovative partner, always supporting our clients.”

To celebrate its twentieth anniversary in Italy, Logista organized an event in Rome on February 12 at “La Lanterna,” where it revealed the “Logistics of Emotion” communication campaign. This initiative connects the concept of logistic efficiency with the ability to create meaningful interactions and emotional responses in favour of the entire supply chain.

Gian Marco Centinaio, Vice President of the Italian Senate, spoke at the event, stating:

“Celebrating twenty years is an important milestone. Logista is a key player in the field. When we talk about Logista, we talk about quality and ‘Made in Italy,’ despite it being an international company. It is a reliable and, above all, trustworthy partner. In institutional roles, we encounter many stakeholders, and Logista is one of those with the credibility and authority to truly understand the industry.”

Mario Antonelli, National President of the Italian Federation of Tobacconists (FIT), added:

“We are here to celebrate Logista’s first twenty years in Italy. I remember when our collaboration began – after a visit to Logista in Spain, we were impressed by how advanced the company was!” He continued: *“Over the years, we have walked together on a path driven by innovation. We moved from paper orders to an integrated digital management system, enabling tobacconists to enhance their services with advanced, value-added solutions, made possible by Logista’s digital tools and innovations.”*

About Logista

Logista is the leading distributor to proximity retailers in Europe. In Italy, it has built one of the largest proximity logistics and trade networks and is recognized as an efficient and neutral partner. With more than 90 depots, it supplies 60,000 points of sale throughout the country, guaranteeing the State a revenue of around 15 billion euros per year. Logista is committed to numerous sustainability initiatives designed to minimize the impact of business by considering environment, community and business in a vision of mutual development.



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