

# 175

years



**Swiss Post –  
powering  
a modern  
Switzerland**



**175**  
*Jahre ans anni*





## The evolution of the Swiss Post logo

**1849**

The first Swiss Post logo shows the Swiss cross as a coat of arms, adorned with a post horn, Alpine roses and oak leaves.



**1941**

In 1932, postal services and telegraphy/telephony are merged into a single brand. In 1941, for the first time, the post horn does not appear on the logo.



**1982**

The logo designed by stamp graphic designer Martin Altenburger is perfected by world-famous typeface designer Adrian Frutiger.



**1994**

The universal PTT logo is supplemented with the wordmark in three languages: "Die Post", "La Poste" and "La Posta".



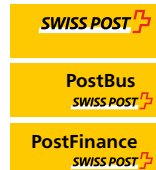
**1999**

Following the split-up of the PTT into Swiss Post and Swisscom, Swiss Post gets its own logo. There is no longer any trace of the PTT logo.



**2001**

Swiss Post launches several flagship brands under one overarching core brand, including for PostBus and PostFinance.



**2023**

For its 175<sup>th</sup> anniversary, Swiss Post gives itself and PostBus the gift of a new, uniform logo. It looks the same in all languages and is much easier to use.



For information on these images, see

→ [swisspost.ch/brand](https://www.swisspost.ch/brand)







## Dear Reader

When the modern Swiss state was founded in September 1848, the first institution to be established was the postal service. Its goal was to connect everyone living in Switzerland and give them access to information through the delivery of letters, parcels and newspapers – regardless of place, age or status. A few months later, on 1 January 1849, the postal service commenced operations throughout Switzerland.

For 175 years now, we have been successfully connecting people, companies and organizations, both within Switzerland and across borders. Time and again, Swiss Post has had to evolve – and in some cases reinvent itself. Throughout our many decades, we have always been dedicated to making a relevant contribution to Switzerland and adapting our services to our customers' changing habits and needs. A resolute approach to necessary change has been, is now and will continue to be the key to Swiss Post's success. Today, there is again much to be done – we know that, and all of our employees are responding by doing their utmost every day. But for all of our drive and focus on the future, there's one thing we don't want to neglect: celebrating our anniversary with you and the whole of Switzerland!

**Roberto Cirillo**  
CEO

# 175 years in the service of...

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You can find more detailed information on each of these topics using the QR code below or at

→ [swisspost.ch/175-anniversary](https://swisspost.ch/175-anniversary)



# 175 years in the service of the public

Swiss Post is right here for everyone – anytime and anywhere. Just as it has been for 175 years. It delivers consignments nationwide, ensures the provision of payment transactions, operates a dense network of access points and makes the different regions accessible. It is present every day and accessible to all, both physically and digitally, in cities, conurbations and peripheral regions.



## 1849

The newly established federal state unifies and improves the postal system. **The Swiss federal postal service** replaces the cantonal postal administrations. From this point on, the service is responsible for transporting letters, parcels, people and money nationwide.

## 1889

**Field post** is established. Its basic mandate: to provide postal services for the army and its troops.

## 1906

Anyone can now **open an account and make cashless transfers** at any of 4,000 post offices.



## 1914–1945

Working with the Red Cross during the world wars, Swiss Post carries several hundred million **postage-free consignments** from prisoners of war and internees.



## 1906

The first **motor vehicle mail route** connects Bern with Detligen. The distinctive “toot-to-toot”, however, is not heard until years later.

swisscom

DIE POST  
LA POSTE  
LA POSTA

## 1998

The **PTT** is dissolved and **split up into Swiss Post and Swisscom Ltd**, allowing the two sister companies to operate more freely on the market.

## 2002

The Federal Council approves **the gradual opening of the postal market**, laying the groundwork for a comprehensive revision of postal legislation, which comes into force in 2012. In 2004, the parcel market is fully deregulated, and parcel post achieves profitability. In 2006, the letter monopoly is reduced to 100 grams, then to 50 grams in 2009.

## 2013

Swiss Post becomes a **company limited by shares** subject to a special statutory regime solely owned by the Confederation.



## 2023

The Universal Postal Union (UPU) produces a ranking of around 170 postal organizations for the seventh time, rating Swiss Post as **the best in the world** for the seventh time. Swiss Post impresses again in 2023 with the high quality of its services and their relevance to the Swiss people – including beyond national borders.



## 2020

As a result of the lockdowns during the **COVID-19 pandemic**, and in particular due to the steep rise in online retail, Swiss Post delivers more parcels than ever before: 182.7 million – a new record!<sup>1</sup>

## 2016

Swiss voters reject the **“Pro Service public” popular initiative**, coming out in favour of a continued high-quality public service.

### Outlook

## The public service of the future

Switzerland’s public service is unique worldwide. But what services will Swiss Post still need to provide in the future as part of the universal service? This is a question that will have to be discussed by all stakeholders in Switzerland: politicians, the business community and civil society. The debate has already begun. And at its center is Swiss Post, its expertise and its 175 years of experience.

With the “Swiss Post of tomorrow” strategy, Swiss Post has provided its owner and the Swiss Parliament with the time and latitude needed to define the post-2030 public service with no direct financial pressure. In the new strategy period (2025–2028), Swiss Post will continue on this path – always with the aim of offering relevant and trustworthy services in both the physical and digital worlds. This will ensure that it can carry on playing the role it has always played: powering a modern Switzerland.



Digitization

# 175 years in the service of modernization

Swiss Post is committed to responsible digitization that leaves no one behind. Its simple and secure digital services support people and businesses in their everyday lives. At the same time, Swiss Post assumes the role of a trustworthy, independent intermediary between the physical and digital worlds.

1912

The first **stamp vending machines** appear in post office lobbies in some of the bigger cities. In addition to stamps, the machines are soon able to dispense postcards.

1964

With the **introduction of postcodes**, sorting becomes much easier and more efficient.

1978

The **first Postomat** comes into service at the Bern Schanzenpost post office.

1966

The new international payment slip service enables **cashless payments across national borders**.

1998

PostFinance launches "yellownet", making it one of the **pioneers of electronic asset management**.



2020

At its IT location in Neuchâtel, Swiss Post creates a highly specialized **cryptology team**, whose tasks include developing Swiss Post's secure e-voting system in-house.

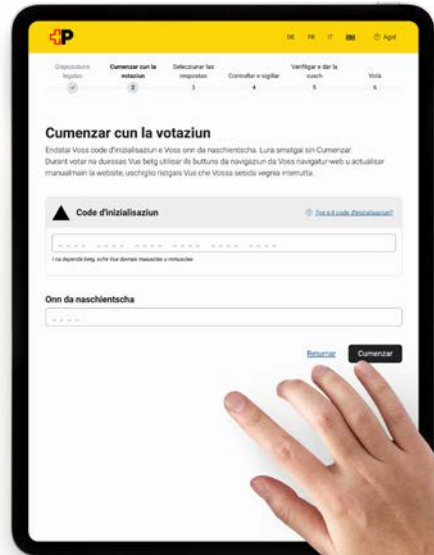
2014

The **free "My consignments" online service informs** customers electronically when a parcel or registered letter is on its way to them.



## 2023

Following the Federal Council's approval of a trial operation for **e-voting**, the Cantons of Basel-Stadt, St. Gallen and Thurgau use the Swiss Post system for elections and voting. From 2024, electronic voting using the Swiss Post system is also possible in the Canton of Graubünden. Swiss Post developed the e-voting system entirely in Switzerland and for Switzerland and has it tested by specialists and ethical hackers from all over the world.



### Outlook

## Digitizing the future

For 175 years, Swiss Post has stood for reliable transport of information. Digitization has created new possibilities for communication and significantly changed customer requirements. For this reason, Swiss Post is steadily supplementing its physical services with digital services. In all such cases, the goal remains the same: to operate as a trustworthy company that guarantees adherence to the principle of mail secrecy, not only in the physical world, but also in the digital world – giving customers the choice of using Swiss Post's services in person or online.

Whether it's consignment management, the ePost platform, e-banking or digital services such as e-voting and the electronic patient record, Swiss Post develops e-services that are secure and trustworthy and that make everyday life easier for people, companies and public authorities.

## 2013

With My Post 24, Swiss Post introduces **terminals** that allow people to send and receive parcels and registered letters securely, around the clock and without having to worry about post office opening hours.

## 2013

In a pioneering move, Swiss Post launches Switzerland's **first electronic patient record (EPR)** in the Canton of Geneva.

## 2010

The **first Post-App** enables customers to carry Swiss Post services with them for the first time.

# 175 years in the service of Switzerland

Swiss Post has been connecting the whole of Switzerland since 1849. Its bursts of modernization have time and again created positive momentum for progress and innovation in society, the economy and people's lives. Today, Swiss Post continues to be committed to innovative solutions that serve the development of Switzerland as a whole.



## 1850

The first **federal stamps** valid throughout Switzerland come onto the market. They allow the postal service to collect postage from the sender, not the recipient.

## 1857

The **Railway Mail Service** becomes the backbone of postal transport. It is later supplemented by sea mail and, from 1920, by air mail.

## 1991

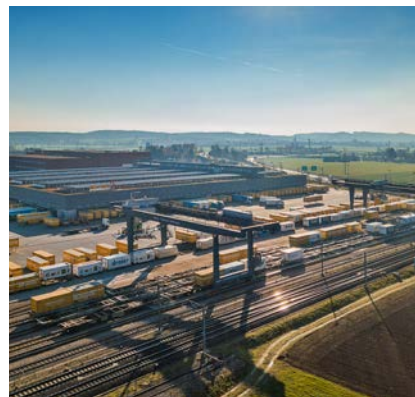
**A Mail and B Mail** are introduced. Two speeds, two prices: the customer can decide.

## 1968

The **first automatic letter sorting system** comes into service at the Bern Schanzenpost post office.

## 1870

Switzerland is the fourth country in the world to introduce the **postcard**.



## 1999

Swiss Post brings **three new central parcel centers** on stream in Härkingen, Daillens and Frauenfeld. For the first time, parcels can now be sorted automatically and precisely down to the parcel carriers' individual delivery rounds – revolutionary for the time.

## 2001

Two speeds are introduced for parcel post: **Economy and Priority**.





## 2023

Swiss Post opens **three new regional parcel centers** in response to the long-term increase in parcel volumes, with more to follow by 2030.



### Outlook

## Modernizing the future

Since it was founded, Swiss Post has focused on the requirements of its many and varied customers. In our digital age, these requirements are changing much more rapidly, and Swiss Post must react accordingly by anticipating new needs.

Increasing parcel volumes over the long term will require greater regional capacities in future – capacities that Swiss Post is currently developing. At the same time, letter volumes have been falling for years, leading to the loss of an important source of income. Swiss Post therefore now invests specifically in business areas where it can offer relevant services in future.

Swiss Post wants to continue holding its ground in free competition in both the physical and digital worlds. And to continue guaranteeing the universal service from its own resources without having to rely on taxpayers' money. It works every day to achieve these goals.

## 2022

Swiss Post builds a **temperature-controlled logistics center** in Villmergen (AG) that is specially designed for the storage of medical and pharmaceutical products, facilitating the work of hospitals, medical practices and outpatient clinics.

## 2009

Following the letter centers in Zurich-Mülligen and Eclépens, the Härkingen letter center starts operations. The **reconception of the letter centers** is the largest project in Swiss Post's history.



Close to people and companies

# 175 years in the service of people

Swiss Post has been a unifying force for 175 years, contributing to people's quality of life, to the attractiveness of communities and regions and to the competitiveness of local companies. Swiss Post connects the four language regions with its presence in each – as a universal service provider, as a company and as an employer.

**1849**

While postal services in the early 19<sup>th</sup> century are still a private matter, it is not too long before cantonal postal administrations emerge. In 1849, these are merged to become the **Swiss federal postal service**.

**1906**

The first **motor vehicle mail route** connects Bern with Detligen. The distinctive "toot-to-toot", however, is not heard until years later.

**1977**

Customers can now open a **Postcheque account** at any large post office.

**1998**

In the wake of the PTT era coming to an end, the **swisspost.ch website** emerges as the most important digital access point.



**1995**

PostBus introduces the PubliCar, a **flexible on-demand bus** as an alternative to scheduled services in sparsely populated areas.

**2001**

Fewer and fewer letters and parcels are being handed in at **post offices**, and the number of over-the-counter inpayments continues to decline. Swiss Post responds by starting to streamline its post office network. In the years that follow, Swiss Post strengthens its range of services with **alternative physical touchpoints** and the **development and expansion of digital channels**.







## 2018

Swiss Post trials and subsequently implements its new approach to the **branch of the future** in several hundred self-operated branches. More open in their design, the branches offer more opportunities for interaction, bringing Swiss Post closer to its customers.

## 2001

Send a parcel or withdraw cash at your own front door? Swiss Post's **home service** makes this possible for authorized persons.



## 2021

From 2021, Swiss Post's branch network stabilizes at a figure of around 800 self-operated branches. Swiss Post therefore still has **Europe's densest network of branches**. Swiss Post's access points are **accessible** to more than 90 percent of the population **within 20 minutes**.

### Outlook

## Swiss Post is Switzerland's bridge builder, now and in the future

Swiss Post intends to continue embracing the role it has played since it was founded. It sees itself as an essential link connecting people, companies and authorities – not just in the analogue, physical world, but in the digital world, too.

One of the reasons for Swiss Post's relevance over the past 175 years is that it has brought people together throughout Switzerland. It wants to continue doing so in the future: trustworthy, Swiss and close to its customers' needs. That is why Swiss Post is now investing not only in new services that it provides itself, but also in its collaboration with partners and customers, who can benefit from its infrastructure through access to a physical branch network.



Good employer

## 175 years in the service of attractive working conditions

Swiss Post has always been one of the most important employers and most diverse training centers in Switzerland. Today, it employs around 46,000 people in all cantons and language regions and in almost 40 percent of all Swiss municipalities. Swiss Post provides just under one percent of Swiss jobs. Thanks to Swiss Post, there are also around 15,000 full-time jobs at its Swiss suppliers, who operate in various sectors.

1850

Swiss Post begins with 2,803 employees, making it one of Switzerland's largest employers. Swiss Post employees are **federal civil servants**. Anyone looking to become a postmaster must first provide a guarantee.

1890

Local organizations of postal and telecommunications staff form **central associations** to bring together workers, salaried employees and civil servants across status boundaries.

From

1927

Following the introduction of the **Swiss civil service code** (BtG), the status of sub-postmasters continues to rise.



2002

The **Swiss Post pension fund** begins.

2002

Swiss Post and the trade unions and staff associations sign the first **Swiss Post collective employment contract (CEC)**.

1986

The **number of weekly working hours** for Swiss Post employees is reduced by two, from **44 to 42 hours**.

## 2010

Swiss Post and its social partners agree on a **standardized redundancy plan** to be used for all future organizational changes.



## 2023

With the participation of Swiss Post, the largest employers and associations in the Swiss logistics market come to an agreement with the trade union syndicom and the staff association transfair on uniform minimum standards in the delivery sector. This **“Industry-wide collective employment contract for delivery in Switzerland”** must still be declared generally binding by the Federal Council before coming into force.



## 1972–1974

A **management career** at Swiss Post is now also open to **women**. From 1973, women are officially allowed to work as “uniformed” mail carriers. In 1974, the first women start work at the male-dominated Railway Mail Service, which is seen as the PTT’s training ground for new managers.



## 1971

As a result of **staff shortages**, branches in cities are forced to close during the holiday season. Swiss Post responds by making increased use of foreign workers and women to help with deliveries.

### Outlook

## An employer for the future

Swiss Post is one of the country’s largest employers. It offers more than 100 professional profiles with varied responsibilities, an appreciative working environment, modern employment conditions and exciting opportunities for further development. Swiss Post also trains around 1,900 apprentices annually in 19 professions.

The retirement of the baby boomer generation and the rapidly changing world of work due to digitization and automation constitute major challenges, including for Swiss Post. Swiss Post is responding to these developments with numerous measures, including attractive and future-oriented training opportunities for young talent and support for the professional development of all employees and managers through a wide range of basic and advanced training courses.

And as an employer, Swiss Post promotes social responsibility, diversity and inclusion in all its forms. Swiss Post will continue with its commitment to attractive jobs and fair working conditions in the future.

# 175 years in the service of our environment

A sustainable future for the next generation is one of Swiss Post's key concerns. Sustainability has many facets – particularly at a company such as Swiss Post, which operates in such different markets. Our commitment to a harmonious environment and society is equally multifaceted.

From

**1849**

Early **regulations on the handling of living things** are already in place for delivery of plants and animals.

**1913**

Swiss Post introduces **electric vehicles** for parcel deliveries for the first time, followed a little later by an electric three-wheeler for express deliveries.



**1939–1945**

With fuel in short supply during the Second World War, Postbuses are fitted with **wood carburetors** to keep them running.



**2008**

From this point on, Swiss Post obtains its electricity from **100 percent renewable energy sources**.

**1980s**

The PTT upgrades numerous buildings from heating oil to **heat pumps** or **solar panels**.

Late

**1970s**

The PTT starts to **recycle paper**, including by producing PTT forms from old telephone directories.



**2010**

Switzerland's first **hybrid Postbus** comes into operation in the Bern area.



**2012**

A large **photovoltaic system** is built on the roof of the Zurich-Mülligen letter center. Further systems on Swiss Post buildings are added in the years that follow.

**2012**

From 2012, Swiss Post **offsets carbon emissions** from domestic letter mail, with promotional mailings added to the programme in 2017. As of 2021, all Swiss Post consignments are sent with the "**pro clima**" label, meaning that their carbon emissions have been offset.



## 2023

Customers in Bern and Zurich receive their letters and parcels **exclusively with electric vehicles.**

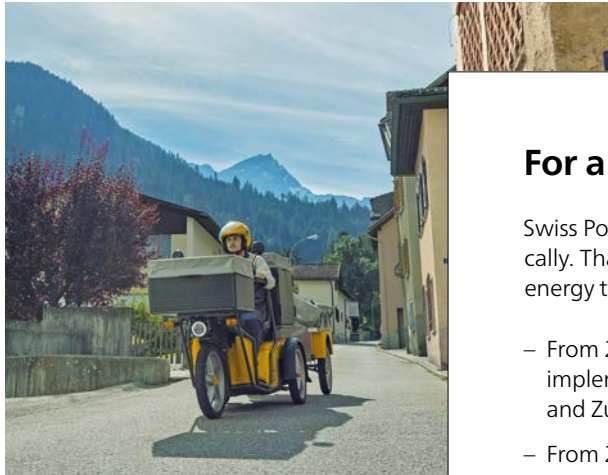


## 2022

Swiss Post founds the subsidiary Post CDR Ltd (Carbon Dioxide Removal). The company is developing a portfolio of neutralization measures to **remove unavoidable CO<sub>2</sub> emissions** from the atmosphere in the long term.



### Outlook



## 2017

From this point on, all of Swiss Post's approximately 6,000 three-wheeled **delivery vehicles are battery-powered.**

## 2016

PostBus puts a vehicle powered **exclusively by a battery** into service for the first time in Saas-Fee.

## For a sustainable future

Swiss Post wants to counteract climate change systematically. That is why it decided to accelerate its climate and energy targets in 2022. Specifically, this means that

- From 2025 at the latest, electric delivery will also be implemented in Basel and Geneva in addition to Bern and Zurich.
- From 2030, Swiss Post will be carbon neutral in its in-house operations, and all letter and parcel deliveries throughout Switzerland will be electric. All delivery locations will be upgraded with electric charging stations and around 4,000 new electric vehicles.
- PostBus will convert its entire fleet to alternative drive systems by 2040 at the latest.
- In 2040, Swiss Post will achieve the net zero target it has set itself and become carbon neutral along its entire value chain.
- In specific terms, net zero by 2040 means: Swiss Post will cut over 90 percent of its CO<sub>2</sub> emissions and remove the remaining 10 percent from the atmosphere.

## **Publisher and point of contact**

Swiss Post Ltd  
Wankdorfallee 4  
P.O. Box  
3030 Bern  
Switzerland

Tel. +41 848 888 888  
Media relations +41 58 341 00 00  
swisspost.ch

## **Concept and project management**

Benjamin Blaser and Martin Clausen, Swiss Post Communication, Bern  
Dr Andreas Sturm, phorbis Communications Ltd, Basel

## **Text**

Swiss Post editorial team, Bern

## **Design and typesetting**

Ilona Troxler Smith, phorbis Communications Ltd, Basel

## **Proofreading and translations**

Swiss Post Language Services, Bern

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p. 4 "1906: Payment transactions via Swiss Post: Postcheque counter at the main post office in Geneva, 1935",  
p. 4 "1906: Swiss Post in motion – the first Postbus: the first generation of Postbuses in the yard of the main post office in Bern, 1906", p. 6 "1978: A customer withdraws money from a Postomat. Photo: Peter Baur, Herenschwanden", p. 8 "1850: The first postage stamps valid throughout Switzerland: Swiss cross, post horn and face value of 2½ centimes", p. 8 "1870: Postcard from circa 1900 with a picture and the inscription 'Greetings from Lucerne', Gebrüder Metz, Kunstverlags-Anstalt Basel (ed.)", p. 13 "1972–1974: Anna Nater, the first woman at the Railway Mail Service", p. 14 "1939–1945, Postbus with wood carburettor"
- PTT archive, Köniz  
p. 4 "1849: Mail coaches and employees in front of the post office in Effretikon at the end of the 19<sup>th</sup> century",  
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