



Vaimo powers Bunzl's global procurement platform, BunzlOne

Stockholm, Sweden, April 21st, 2026 – Vaimo, a global leader in digital commerce and experience solutions, today announced the successful launch of BunzlOne, a B2B marketplace developed in partnership with Bunzl, a global leader in the distribution of non-food essentials.

BunzlOne connects Bunzl's network of more than 60 subsidiaries in Europe and external suppliers into a single, unified digital marketplace, allowing customers to source operational supplies through a streamlined, one-stop-shop experience.

Vaimo served as Bunzl's strategic partner throughout the initiative, supporting digital strategy, solution architecture, and the full implementation of the marketplace using Mirakl. The solution includes a centralized marketplace setup, seller onboarding capabilities, and an integrated invoicing model supported by Mirakl's One Creditor functionality and Mollie's payout solution.

The BunzlOne marketplace was initially launched as a closed environment for key accounts, offering enterprise capabilities such as punchout and customer-specific pricing. An open marketplace followed in April 2026, expanding access to a broader customer base.

The platform allows Bunzl to simplify procurement processes, reduce operational complexity, and establish a scalable foundation for continued growth.

[Read the case study here.](#)

About Vaimo – vaimo.com

Vaimo is one of the world's most respected experts in digital commerce and customer experiences. As a full-service agency, we deliver consulting, design, development, support, and analytics services to brands, retailers, manufacturers, and organizations all over the world.

About Bunzl - bunzl.com

Bunzl is a global leader in providing products and solutions essential to business operations and serves customers in six core markets: supermarkets, hospitality, safety, cleaning and hygiene, retail and healthcare. As a one-stop supplier, Bunzl provides a wide range of operational goods, from packaging materials and personal protective equipment to cleaning products and workwear. The company operates through a network of more than 150 subsidiaries worldwide. ^[1] _[SEP]

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Bunzl plc is listed on the London Stock Exchange. ^[1] _[SEP]

Further information: bunzl.com

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