

Bezos.ai Rebrands to Gonini as It Sharpens Focus on Global Fulfilment

The company formerly known as Bezos.ai unveils its new identity, doubling down on AI-powered, cross-border fulfilment for DTC brands expanding internationally.

LONDON, UNITED KINGDOM, August 17, 2026 /EINPresswire.com/ -- Bezos.ai, the fulfilment platform helping e-commerce brands scale internationally, has

rebranded to [Gonini](#). The new name is inspired by the Gonini River, located in the home country of founder and CEO Vernon Tjon-Soei-Len, Suriname.



The company continues to support brands across the UK, Europe, North America and Australia with warehousing and delivery capabilities in 16 countries.

Under its new name, Gonini continues to give direct-to-consumer sellers a single platform to manage inventory, fulfilment and delivery across borders - removing the need to manage multiple regional logistics providers or physical infrastructure themselves.

"We're finding the sort of customer that we want to work with, and we're going to be [helping more brands launch internationally for the first time](#)," said Freddy Bruce, who leads Growth, Sales and Product at Gonini. "We've now got the software and the warehouses in place to really help a lot more brands do that."

Bruce added that the company's near-term focus is on deepening its software platform to remove manual, email-based processes that still slow brands down as they scale into new markets, particularly around inventory management and freight tracking.

The rebrand comes as Gonini enters its next phase of growth, backed by a recent investment from IW Capital.

About Gonini

Gonini (formerly Bezos.ai) is a global [fulfilment operating system](#) for scaling e-commerce brands,

combining warehousing and delivery capabilities across 16 countries with a platform that automates inventory synchronisation and delivery tracking. Gonini integrates with Shopify and more than 30 sales channels, giving direct-to-consumer sellers a way to expand internationally without managing multiple logistics providers or physical infrastructure themselves. The company is backed by IW Capital and is headquartered in London.

Gonini Team

Gonini

<https://www.gonini.com/contact>

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/934814558>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.