

Gravity Supply Chain and Coneksion Partner to Expand Multi-Carrier Ocean Booking Connectivity

New partnership lets Gravity customers book and confirm ocean freight directly with major global carriers through one connection.

SINGAPORE, September 7, 2026 /EINPresswire.com/ -- Gravity Supply Chain Solutions, an order orchestration platform used by brand owners, retailers and manufacturers, and by the freight forwarders and 4PLs who serve them to control inbound supply chains from purchase order through to final delivery, and Coneksion®, a leading provider of data connectivity solutions for logistics and global supply chains, today announced a technology partnership giving Gravity customers direct, multi-carrier ocean booking capability from within the Gravity platform.

Through the integration with the Coneksion® RAPIDS Common Carrier Layer (CCL), customers using Gravity no longer need a separate connection, login or manual process for each ocean carrier. Bookings, confirmations and freight data now flow through one standardised connection to a broad ecosystem of leading global ocean carriers, saving time, cutting manual errors, and giving teams a single place to manage carrier bookings.

At launch, this covers ocean booking requests and confirmations. Support for shipping instructions, verified gross mass (VGM) submissions, tracking and other ocean freight data is planned to follow, so customers can expect more of their ocean freight paperwork to be automated over time.

"We see the order months before anyone sees a container," said Nick Daly, COO of Gravity Supply Chain Solutions. "The gap has always been the handover into booking, where good upstream data gets re-keyed into a carrier portal and slows down. Coneksion closes that gap in one integration rather than one carrier at a time."

For Gravity's customers, this also means new ocean carriers can be added quickly, without a separate integration project for each one, so the benefits of direct carrier connectivity reach more customers, more carriers and more trade lanes over time.

"Gravity has built a strong platform for managing complex supply chain workflows," said Jaakko Elovaara, CEO of Coneksion®. "By combining it with Coneksion's RAPIDS Common Carrier Layer (CCL), those workflows can extend into seamless digital freight execution across multiple ocean

carriers.”

The connection already covers major global shipping lines including MSC, Maersk, CMA CGM, COSCO, OOCL, Hapag-Lloyd, ONE, Evergreen, HMM, Yang Ming, ZIM and PIL, with more carriers available as customers need them.

Gravity and Coneksion aim to make ocean freight booking simpler and more reliable for Gravity's customers, replacing manual, carrier-by-carrier processes with one standardised way to book and confirm ocean freight.

About Gravity Supply Chain Solutions

Gravity Supply Chain gives brand owners, retailers and manufacturers, and by the freight forwarders and 4PLs who serve them control of the supply chain from purchase order to final delivery. The platform manages POs at line level, tracks production and quality control at the factory, orchestrates vendor bookings, and follows every shipment to delivery across ocean, air and road in one environment.

The platform features three distinct modules: Source, Order, and Deliver which can be deployed individually or together. Headquartered in Singapore, Gravity is also ISO/IEC 27001:2022 certified.

For more information, visit gravitysupplychain.com.

About coneksion®

Coneksion® is a leading provider of fully managed data connectivity solutions for global logistics and supply chains. Built on technologies such as the Coneksion Common Carrier Layer (CCL) and a proprietary iPaaS, its solutions enable seamless multi-carrier collaboration across ocean, air, road, and parcel, among other use cases.

Coneksion helps shippers, BCOs, logistics service providers, and logistics technology providers streamline data exchange with carriers and other partners, improving end-to-end efficiency.

With offices in Europe and the United States, Coneksion supports customers globally. For more information, please visit www.coneksion.com.

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