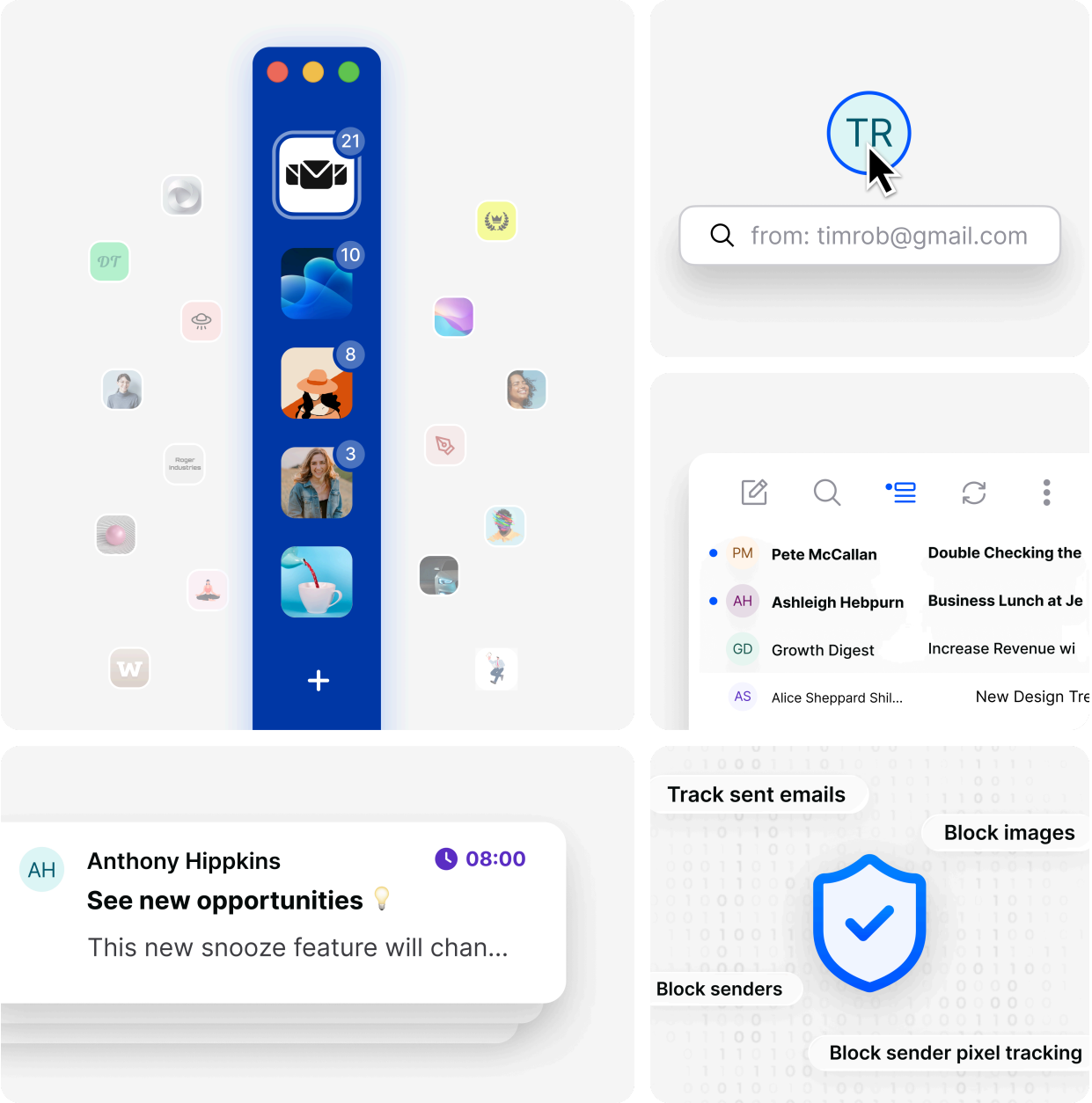
Mailbird

# Press Kit

Facts, features, company story, and founder bio for anyone writing about Mailbird Next.




## Mailbird Next in one line

Mailbird Next is the 2026 generation of Mailbird: one email client for Windows and Mac, with mobile apps and a private, on-device AI assistant on the way.

# Fact sheet

| | |
|---|---|
| Company | Mailbird, Inc. |
| Address | 2108 N St 6439, Sacramento, CA 95816, USA |
| Industry | Software as a service (SaaS) |
| Founded | 2012, Bali, Indonesia |
| Launched | April 2, 2012 |
| Founders | Michael Bodekaer, Michael Olsen, and Andrea Loubier |
| Leadership | Michael Bodekaer, CEO and President · Michael Olsen, CTO and co-founder |
| Team | 15 people, fully remote, spread across continents (Q3 2026) |
| Users | Over 3.3 million registered users worldwide |
| Products | Mailbird for Windows and Mac (one codebase, the Mailbird Next generation) · Mailbird for iOS and Android, closed beta · Wingman, private on-device AI assistant, closed beta · MCP server for connecting any LLM, including local models |
| Languages | Arabic, Arabic (Egypt), Bangla, Bulgarian, Czech, Danish, Dutch, English, French, French (Canada), German, Greek, Hungarian, Indonesian, Italian, Norwegian, Polish, Portuguese, Portuguese (Brazil), Romanian, Russian, Spanish, Spanish (Mexico), Swedish, Turkish, Ukrainian, Vietnamese |
| Pricing | Free version plus Premium |
| Milestones | **2012** Mailbird launches<br>**2023** Mailbird 3<br>**2024** Mailbird for Mac<br>**2025** Mac App Store, globally (September)<br>**2026** Mailbird Next for Windows<br>**2026** Mailbird mobile apps |

## Key features

### Centralized email management

Unified inbox for messages and contacts across multiple email accounts in a single app. Available on Windows, Mac, Android, and iOS.

### App integrations

In-app access to third-party services including WhatsApp, Slack, Dropbox, Google Calendar, and Asana.

### Customizable workspaces

User-configurable interface backgrounds and appearance settings.

### Private AI assistant (closed beta)

Wingman is a private, on-device AI assistant.

### Email tracking

Read receipts for sent mail and notifications when a message is opened.

### Unsubscribe and sender blocking

One-click unsubscribe from mailing lists and per-sender blocking for unwanted mail.

### Advanced search

Dedicated, precise search across all inboxes.

### Keyboard shortcuts

Shortcuts for common actions including compose, reply, and forward.

### Privacy Hub

Local storage for all mail and a control panel for blocking pixel trackers and remote images.

## Boilerplate

Mailbird is the calm, unified home for all your email accounts on Windows and Mac: every account in one inbox, along with desktop tools, apps, and private AI. Founded in 2012 and trusted by millions of users worldwide, Mailbird was rebuilt from the ground up in 2026 as Mailbird Next, a product ecosystem that includes Mailbird apps for Mac, Windows, Android, and iOS.

## Colors

**PRIMARY:**

Main brand colors for logos, key UI elements, and all visual representation of the brand.

**Mailbird Blue**
#0157FF · 1, 87, 255

**SECONDARY:**

Neutrals for text, borders, and backgrounds. Blue tints for highlighted surfaces and soft accents.

**Night**
#070D0D · 7, 13, 13

**Dove Gray**
#6B6C73 · 107, 108, 115

**Silver Mist**
#EAEAEA · 234, 234, 234

**Cloud White**
#F8F8F8 · 248, 248, 248

**Ice Blue**
#F2F7FF · 242, 247, 255

**Periwinkle**
#CBDFFF · 203, 223, 255

**Pure White**
#FFFFFF · 255, 255, 255

**ACCENT:**

CTAs, interactive elements, status indicators, and bold highlights that draw attention.

**Rose Red**
#C51162 · 197, 17, 98

**Cobalt**
#0F37C3 · 15, 55, 195

**Deep Teal**
#016D6E · 1, 109, 110

**Violet**
#AF01F9 · 175, 1, 249

## Typeface

Inter is the single typeface across the product and all brand material. Four weights are in use; no other family or weight should be introduced.

Aa
**Inter Regular**
Body copy

Aa
**Inter Medium**
Leads, H3

Aa
**Inter Semibold**
Labels, buttons

Aa
**Inter Bold**
Headlines

## Company story

Mailbird started in 2012 on the island of Bali, Indonesia, at an entrepreneurial retreat called Project Getaway. Co-founders Michael Bodekaer and Michael Olsen, joined by Andrea Loubier, who served as the company's first CEO, saw one clear frustration among the entrepreneurs around them: email, especially on Windows, was underserved and painful. Olsen came up with the name and started building. The team launched Mailbird on April 2, 2012, and TechCrunch covered it as "the Sparrow for Windows", a nod to the beloved Mac email client that inspired it and that Google had just acquired.

Over the following decade Mailbird became one of the most recognized Windows email clients, built around one idea: every email account in one calm, unified inbox. In 2020 the team began a ground-up, cross-platform rebuild. The first product from that codebase, Mailbird for Mac, launched in October 2024 and reached the Mac App Store globally in September 2025. In 2026 the rebuild came home to Windows as Mailbird Next: one product across Windows, Mac, Android, and iOS — and a privacy-first AI assistant coming soon.

Today the company is led by CEO and President Michael Bodekaer and CTO and co-founder Michael Olsen, with a fully remote team spread across continents. Mailbird's goal has not changed since Bali: a healthy relationship with email, for individuals and for the businesses that run on it.

## Founder bio

### Michael Bodekaer Jensen

**CEO, President, and co-founder**

Michael Bodekaer Jensen is a software entrepreneur and the CEO, President, and co-founder of Mailbird, the cross-platform email client built to make digital communication simpler and more productive. A lifelong coder, Michael has spent more than two decades building and scaling global software companies. He also co-founded Labster, the virtual science-learning platform used by millions of students worldwide.

His motivation at Mailbird is an email experience that is intuitive, fast, private, and enjoyable to use every day, with AI built in to make it more convenient still.

## Press contact

Email: press@getmailbird.com

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Logos, screenshots, and this document are included in the press kit archive.
The Mailbird logo may be used in editorial coverage without alteration.