Press release, Massy,
27 May 2021

Carrefour is taking action to tackle paper waste: interested customers will be able to choose an electronic version of the catalogue at two of its hypermarkets

Carrefour is offering customers at its Lille and Soyaux (south-western France) hypermarkets the option of an electronic catalogue

According to the ADEME (France's environment and energy management agency), 42% of consumers see paper catalogues as a form of waste. Starting on 28 June, as a way of combating waste, Carrefour will be launching a major campaign at its Lille and Soyaux hypermarkets: for a four-month period, both these stores will stop posting their catalogues through their customers' letterboxes – unless specifically requested to do so. Customers will be able to choose between a paper and a digital catalogue by visiting carrefour.fr/defi-catalogue. If they opt for digital, they'll be able to receive it by email, by SMS or even via WhatsApp. For those who still want to receive the traditional paper format catalogue, Carrefour will continue to post it out to them every week.

Yes to special offers, No to wastepaper

Through this measure, Carrefour is continuing with its commitments to tackle waste, giving consumers the option to choose their preferred format. For its printed catalogues, Carrefour uses recycled paper, or paper from eco-managed forests. The overarching aim is therefore to avoid any unnecessary wastage, while at the same time meeting all of our customers' needs. Eventually, making our catalogues available in electronic format should save some 300 tonnes of paper annually or more than 5 million copies for the Lille store, and 260 tonnes of paper or nearly 4 million copies for the Soyaux store.

Press contact:
presse_france@carrefour.com / +33 (0)1 58 47 88 80

About Carrefour France

Carrefour has over 5200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For over sixty years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. So as to keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omni-channel solutions (e-commerce, Drive, Click and Collect, express delivery and mobile applications). Carrefour employs 105,000 people and welcomes more than 3 million customers every day throughout the country. For more information, visit: www.carrefour.com (press page), www.carrefour.fr or to follow us on Twitter: @CarrefourFrance, @GroupeCarrefour