



Press release, Massy,
14 June 2021

Carrefour: Loop launches in hypermarkets to get more people to use returnable packaging

Following the concept's launch in the capital's Carrefour City and Market stores at the end of 2020, the retailer is now introducing the returnable and reusable packaging system to one hypermarket in Montesson (just outside Paris) and ten convenience stores.

Loop makes its debut in Carrefour hypermarkets

With Loop, Carrefour wants to enable as many consumers as possible to use returnable packaging, giving them an alternative to single-use plastic packaging. The average person in France generates around 70 kg of plastic waste per year, half of which is made up of packaging. To counter this, Loop has developed a sustainable solution involving returnable packaging which is available at Loop corners in a number of Paris-based convenience stores. The Montesson Carrefour store is the first of the Group's hypermarkets to feature a Loop corner – evidence of just how much faith Carrefour is placing in this innovative solution.

From glass yoghurt containers to dishwasher tabs sold in aluminium boxes customers will find numerous everyday products (Nivea, Coca-Cola, Danone, Evian, Puget, Nutella, Chocapic, Ricoré, Maison Verte, etc.) sold in sustainable and returnable packaging. Once these products have been used, customers can bring their empty packaging back to the store and get a refund for it. The packaging is then sorted and cleaned before being refilled and then reintroduced into the loop several dozen more times.

Consumers will find new products such as Bledina baby food, Maison-Verte washing-up liquid and Bonduelle vegetables. And that's just the start – Carrefour and Loop are keen to extend the range to include more than a hundred products as soon as possible.

The link between the circular economy start-up Loop and the Carrefour group, which was created back in 2019 (Carrefour was the first retailer to offer its customers this Zero Waste experience) is once again being bolstered: the group wants to speed up development of the deposit system in its stores with ten new convenience stores offering the Loop concept between now and the end of September.

Carrefour steps up its commitments to protecting the environment by reducing plastic packaging

Of all the players in the retail sector, Carrefour is one of the most committed to protecting the environment; and Loop – which combines the circular economy, a deposit system and reusable packaging – is helping it to strengthen its strategy of reducing packaging and doing away with plastic. Since 2017, Carrefour has done away with 6154 tonnes of packaging from its products. And it has set itself the target of doing away with 20,000 tonnes by 2025, 15,000 tonnes of which will be plastic. The group has also significantly increased the quantities of products sold in bulk: a third of its 5200 stores in France have products sold loose, encouraging zero waste consumption. Between now and the end of 2025, Carrefour wants 500 of its stores to have reusable and returnable packaging, as well as 1000 products with reusable packaging.



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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

About Loop

Loop is an innovative start-up in line with the principles of the circular economy. It was launched by the TerraCycle recycling company, which sets out to Eliminate the Idea of Waste® by recycling waste that is difficult to recycle. TerraCycle operates in 20 countries, building partnerships with major retail companies, distributors and municipalities in order to recycle products and packaging that are difficult to recycle. Loop was set up to go even further and solve the problem of waste at source using a system in line with the principles of the circular economy: people can purchase everyday products (food, hygiene and maintenance products) in sustainable, reusable and returnable packaging. Loop was launched in May 2019 in Paris and New York, in the UK in July 2020, and then in Canada (Toronto) and Japan (Tokyo) in 2021. France was the first country to implement the Loop initiative in stores with Carrefour, and is supported by the Ile-de-France region.

For more information about how Loop by Carrefour operates, together with visuals and resources, visit our press area: <https://shwca.se/LoopParCarrefour>