

## La Poste to switch to Tetris® mode

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If La Poste is now a leader in responsible logistics, it's thanks to the efforts it has made over the past decade to reduce the carbon emissions of its transport and delivery operations. The most beneficial of these is an innovation from the world of video games: stacking as many parcels as possible in trucks, avoiding empty spaces, in the style of the game Tetris. By innovating in this way, La Poste has "killed the carbon game" thanks to Tetris, and signed an iconic partnership.

Parcels aligned, carbon saved. How can we reconcile the growing volume of parcels to be handled each year (490 million parcels delivered in France in 2024) with the ambitious goal of reducing CO2 emissions ?

The innovation came from the world of video games, with a logic as playful as it is effective: stack as many parcels as possible in the trucks, avoiding empty spaces, in the manner of the game Tetris.

Thanks to this winning Tetris®-style logic, La Poste has tripled the number of parcels transported in a single truck, from 1,500 to 4,500. Better-filled trucks mean fewer trucks on the roads and less pollution, with a final score of 15,000 tonnes of CO<sub>2</sub>, emissions avoided every year. Tetris mode is therefore a real lever for the environment.

La Poste has turned the tables on carbon reduction. By referring to Tetris, it proves that it's not always necessary to rely on

cutting-edge technologies to move the lines.

### An iconic partnership

VivaTech 2025 will feature the collaboration between La Poste and Tetris. Philippe Wahl, CEO of La Poste Group, and Maya Rogers, CEO of Tetris, will perform a unique duet on the show's main stage on June 13. They will tell the story of how their companies have both succeeded in transforming their business models in a technologically disruptive world. Visitors will also be able to enjoy a range of activities on the La Poste stand.

Finally, Tetris stamps will be issued for the occasion. They will be sold online and in major post offices across France for all fans and nostalgics of the iconic game.

This innovative partnership between La Poste and Tetris combines ingenious gaming and sustainable logistics, setting a new environmental standard.

Source: [La Poste Groupe](#)

