



Press Release
Paris, France, June 10th, 2025

LA POSTE TO SWITCH TO TETRIS® MODE.

Packages aligned; mission accomplished. If La Poste is now a leader in responsible logistics, it's thanks to its efforts over the past decade to reduce carbon emissions from its transports and deliveries. The most important of these has been the floor-to-ceiling stacking of parcels in trucks, without wasting space: this winning Tetris® Effect has enabled the company to increase the number of parcels transported in a single truck from 1,500 to 4,500. This clever system stems from a groundbreaking partnership between La Poste and Tetris®, combining logistic know-how and iconic gameplay principles to rethink how parcels are packed. Fuller trucks mean fewer trucks on the road and less pollution with a final score of 15,000 tons of CO₂ emissions avoided every year. The Tetris mode has thus proven to be a real lever for the environment.

The two highly committed CEOs of Tetris and La Poste, Maya Rogers and Philippe Wahl, will perform an unexpected duet on the main stage of Vivatech, Paris, on June 13, 2025, to tell this story. Not to be missed.

Stack, optimize, deliver: the game becomes reality.

How to reconcile the growing volume of parcels to be handled each year (490 million parcels delivered in France in 2024) with the ambitious goal of decarbonization? An immediate, practical and responsible solution was needed.



The solution came from the world of video games, which has turned out to be as playful as it is effective: stack as many parcels as possible in the trucks, avoiding empty spaces, just like in Tetris.

With this loading system, vehicles can carry up to 4,500 packages, compared to 1,500 previously, "tripling the capacity per truck, regardless of size. "

A playful and sustainable turning point. With this unexpected association with Tetris, La Poste proves that it's not always necessary to rely on cutting-edge technology to make things happen. With this initiative inspired by the iconic video game, La Poste demonstrates once again its commitment to reducing its carbon footprint.

How The Tetris Company and La Poste partnership changes the carbon game



La Poste and The Tetris Company are teaming up at Vivatech Paris 2025, from June 11 to 14, to display their collaboration. **Philippe Wahl, CEO of La Poste Groupe, and Maya Rogers, CEO of Tetris, will perform an unusual duet on the main stage.** A video, a relay of influence and animations will be proposed at the La Poste booth.

Furthermore, **a selection of parcels** will display the visual identity born from the merger of the two brands, exclusively at the Vivatech show.

Finally, **special stamps** will be issued and sold online and available in the major post offices in France. The stamps will be available for mailing within France and from France to abroad.



This innovative partnership between La Poste and Tetris showcases a brilliant fusion of playful ingenuity and sustainable logistics, setting a new standard for environmental responsibility.

About La Poste groupe:

La Poste is a state-owned public limited company, a subsidiary of Caisse des Dépôts and the French State. La Poste Groupe is divided into four business units: Services-Mail-Parcels, Retail Customers and Digital Services, Geopost and La Banque Postale, which, with its subsidiary CNP Assurances, is the 12th largest banking and insurance company in the Euro area. La Poste Groupe carries out four public service missions that shape its identity: universal postal service, regional development, banking accessibility, and press transport and delivery. Committed to its regional coverage, La Poste Groupe relies on its network of local, human and digital services, the largest in France. This network consists of 40,500 service points including more than 17,000 contact points (post offices, local postal agencies, retail pickup points) and more than 23,500 access points to postal services (Pickup retail relays and lockers, business centers). La Poste Groupe delivers and 5.6 billion letters, 6 days a week. In 2024, La Poste Groupe generated a turnover of €2.6 billion parcels a year worldwide 34.6 billion (44.6% outside France) and had a headcount of 227,000, in more than 60 countries over 5 continents, of which 166,000 in France. Through its strategic plan "La Poste 2030, committed for you", the company is setting the course for profitable and responsible growth in France and internationally based on a robust multi-activity model. As a mission-driven company since June 2021 and a leader in ecological transition and sustainable finance, La Poste Groupe aims to achieve "Zero Net Emissions" by 2040.

About the Tetris® Brand:

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. Created in 1984, the brand continues to be loved globally by people of all ages and all cultures. Billions of Tetris games are played online every year, and over 520 million units have been sold worldwide. The Tetris brand's global licensee network includes major video game publishers, including Nintendo and Sega, as well as many partners in electronics, toys and games, apparel, accessories, entertainment, and more. Tetris Holding, LLC, is the owner of Tetris rights worldwide, and The Tetris Company, Inc. is its exclusive licensee. For the latest information about the Tetris brand and Tetris products, please visit www.tetris.com

Become a fan of Tetris on Facebook ([@Tetris](https://www.facebook.com/Tetris)) and follow Tetris on X ([@Tetris_Official](https://twitter.com/Tetris_Official)) and Instagram ([@Tetris_Official](https://www.instagram.com/Tetris_Official)). Learn more about the history of the game by watching the [Apple Original Film "Tetris"](#) now streaming on Apple TV+.

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