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## The Carrefour Group chooses PageOnDemand.com to cover Europe

Paris, October 14, 2010 – PageOnDemand.com announces the signature of a long-term partnership agreement with the Carrefour Group, encompassing Carrefour Hypermarchés, Carrefour Market, Carrefour Voyages, and the array of local Carrefour retail outlets, namely "8 à Huit", "Proxi", "Shopi", "Carrefour Express", "City" and "Contact".

This contract is applicable throughout Carrefour's market territory, known as the "G4" countries of:

France, Spain, Italy and Belgium.

PageOnDemand.com will attend the 2010 edition of the international e-commerce / catalogue sales gathering in Lille, to be held October 19<sup>th</sup> through 21<sup>st</sup>.

### **A one-of-a-kind collaborative platform specially designed to coordinate European teamwork**

This contract pertains to implementation of the [PageOnDemand.com](http://PageOnDemand.com) platform for the purpose of collectively producing the Carrefour Group's entire range of catalogues. Available via a simple Web interface, [PageOnDemand.com](http://PageOnDemand.com) is a shared tool and service that standardizes business processes and yields a rapid catalogue layout, in all languages and on all supporting media.

The contract stakeholders (including Carrefour's marketing teams, their ad agency and prepress partners, photographers, translators and printers) can all access the current draft version of the catalogue as well as the latest round of modifications.

As a result, the interruptions and delays in work schedules are eliminated, as data are exchanged more securely and the various customizations and transformations proceed much more quickly.

Introducing [PageOnDemand.com](http://PageOnDemand.com) at the European scale will enable Carrefour to share best practices and substantially improve the profitability of its marketing operations, while reducing the production schedules and costs of its catalogues.

*"We are genuinely persuaded that non-media forms of communication remain a key investment, with an eye to increasing in-store traffic and retail sales. This contract with the Carrefour Group marks an important milestone in our company's development. The experience with a Europe-wide scope places us in a position to incorporate the most optimal uses of retailing, in addition to accelerating our efforts to marry the printed catalogue with an array of Web and mobile supports, wherein lies one of PageOnDemand.com's founding concepts."*

— Stéphane CLARET, Managing Director of PageOnDemand.com

## **A collaborative venture initiated in 2009 with Carrefour Market**

Carrefour's preference for [PageOnDemand.com](http://PageOnDemand.com) goes hand in hand with the Group's strategic plan entitled "Carrefour takes the lead" covering the period 2009-2012, with the assigned goal of lowering costs and sharing operational functions across the countries composing the "G4" market segment.

The company's platform has been extensively evaluated and tested; it has enjoyed operational status in a production context for two years, focusing on the brand Carrefour Market and its 1,000-store network.

Catalogue production schedules have been successfully scaled back by 20 days, which allows for greater buyer flexibility and higher catalogue output with the same staff resources available to advertising managers.

The [PageOnDemand.com](http://PageOnDemand.com) solution will be operational for all Group retail brands and in all "G4" countries by 2011. The implementation stages dedicated to the platform and its range of services are already underway at Carrefour Belgium and Carrefour Italy.

## **PageOnDemand.com to attend the 2010 international catalogue sales and e-commerce trade show**

[PageOnDemand.com](http://PageOnDemand.com) will be present at this year's international catalogue sales and e-commerce event, to be held in Lille October 19<sup>th</sup> and 20<sup>th</sup>, 2010.

The top spot for professionals working in multichannel media, the show proposes a survey of the expert skills, techniques and innovations that are shaping this e-commerce sector.

## **PageOnDemand.com's stand number: G22**

### Planning your visit:

The 2010 e-commerce / catalogue sales trade show at Lille's *Grand Palais* convention center:

1, boulevard Cités Unies – 59777 LILLE

Opening hours: 9:15-6:30 (October 19)

9:15-7:00 (October 20)

9:15-5:00 (October 21)

### **About [PageOnDemand.com](http://PageOnDemand.com)**

Founded at the end of 2006, [PageOnDemand.com](http://PageOnDemand.com) is France's leading firm offering distribution and communication professionals a wide range of multi-channel solutions dedicated to producing advertising and sales catalogues in SaaS mode (*Software As A Service*).

Available through a simple Web interface, the company's collaborative platform<sup>®</sup> allows for standardizing the various production processes along with a quick catalogue layout in all languages and for any type of media support. With no technical skill or capital investment required, the platform handles all content exchanges with fully secure protocols and generates marketing profitability through significant reductions in catalogue scheduling and costs. The company's innovation successes also stem from a unique business model, according to which professionals only pay for actual use, to be billed at a fixed price per catalogue page produced.

This platform has already been adopted by many advertising agencies and major retailers like Carrefour. In just 4 years, [PageOnDemand.com](http://PageOnDemand.com) has won over more than 2,000 users and contributed to creating 3,600 catalogues with tremendous growth prospects throughout Europe.

### **PRESS CONTACT**

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