

# ONE BLUE MONTH

EXTERNAL COMMUNICATION AND PR – DECATHLON UNITED

March 2021



## ONE BLUE PRESS RELEASE



### Everything about Basketball in a single press pack!

Further to the deal between our very own Tarmak brand and the NBA, One Blue Team has decided to focus on basketball. A brand new press pack is now available, tailor-made for the media, journalists and opinion leaders. This digital press pack explains the history of the game, contains all kinds of information, and is both enjoyable and useful. It also features an all-time greats team of male and female basketball players, and a rundown of the Top 5 basketball shoes.

[Read it here](#)



## RFID : Benefitting Customers and Employees

For over ten years now, Decathlon has been a pioneer of a special technology designed to benefit its employees and customers: RFID. This technology increases product availability instore, speeds up and facilitates checkout and improves product security.

[Let's enjoy RFID improvements](#)



## A new partner to help with carbon neutrality

To implement its climate strategies and help reach global carbon neutrality by 2050, Decathlon has joined the Net Zero initiative, a partnership that complements its recent evaluation in this area via the Assessing Low Carbon Transition initiative.

[Read more](#)

## Coming soon...



### Walking

Our April press pack is coming soon online!  
In collaboration with Newfeel and their technical partner Yohann Diniz, world champion and 50km record holder.

## ONE BLUE VIDEO

### Small but Beautiful!

Karine and her Decathlon Luxembourg Team opened the very first Decathlon store in the "Grand Duché" just a month ago. The compact 630m2 store located at 10A Rue Aldringen (Luxembourg City) has two workshops: one for bikes, the other for tennis rackets. Decathlon Luxembourg is not only a store, it is a place to meet others and a playing field for all sports enthusiasts. Welcome! Long live Decathlon Luxembourg!

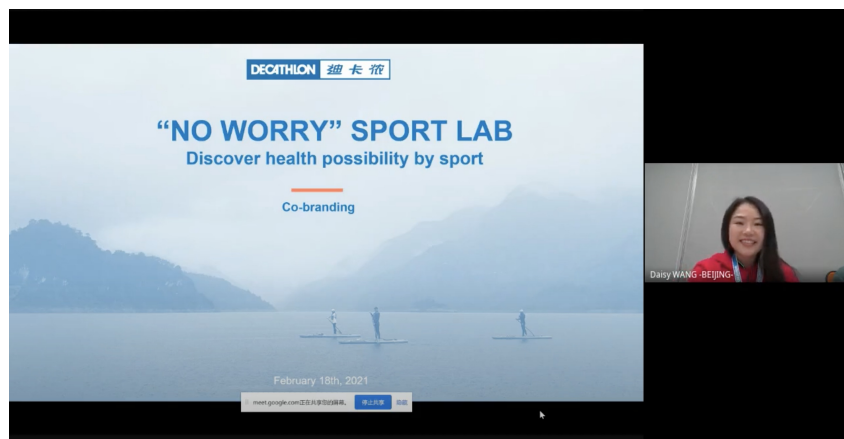
[Discover the video >](#)

ONEBLUETEAM  
DECATHLON UNITED MEDIA



SMALL BUT BEAUTIFUL  
**DECATHLON CITY  
LUXEMBOURG**





## Join us for our next One Blue Video Conference!

Our One Blue monthly online conference is a great way to share your best PR practices. Please note that our next webinar will take place on **Thursday 22nd of April**, from 12 to 2pm (**French time**).

**Please join us!**

To view our last One Blue video conference, [click here!](#)

## BLUE FACTS



### In Milan, Agility is Key !

A service point has been created by Decathlon right in the centre of beautiful Milan. This small and modern store allows customers to rent and/or repair sports products and has a "Green" corner, where sports users can customize their bikes, rollerblades, etc.

[Read more >](#)



### We Are One in Turkey!

In Turkey, Team spirit is paramount to Decathlon employees. On all our sites, such as here in one of our Turkey stores, Teammates support and complement each other's actions. There are now 38 Decathlon stores in Turkey, making sport affordable and accessible to all enthusiasts in this great country.

[Read more >](#)



### Rollerblading USA!

What happens when Decathlon USA rollerblading ambassadors visit the Emeryville store? Brian Freeman looks like a kid in a candy shop! And no wonder: Decathlon products are sweet indeed. Sport is in our nature:



### United Planet Of Decathlon!

At the Decathlon Centre Eaton store, in Montreal, Canada, delivery is now

full steam ahead! Rollerblading to the max: enough to blow your mind...

[Read more >](#)

100% environmentally friendly! A meaningful partnership with Courant Plus allows us to offer a 48 hour delivery service using a fleet of electric vehicles.

[Read more >](#)



### Online retail in double figures!

Online retail in double figures! As Decathlon United publishes its 2020 results, we can see growth in the online retail share of its turnover, from 8% in 2019 to 19% in 2020. That's the increase in the share of Decathlon United turnover in terms of online sales (x2.4 to be precise). Our range of digital strategies are helping customers, leading our brand to experience major growth of its e-commerce sales over 2020.

[Read more](#)



### Sport is in Our Nature

Is this runner on Planet Mars? Not quite... He is on Côte de Granit Rose, only 9 kilometres from the Decathlon Lannion store. Whether this nature lover goes running, trail-running, hiking or trekking, he knows where to find the best technical and affordable products... A small step for Mankind, a big step for Sport!

[Read more](#)

<https://www.oneblueteam.com>

General contact for Decathlon United Press Relations:  
[remi.foucart@decathlon.com](mailto:remi.foucart@decathlon.com)

**Remi Foucart, Matis Fauchon & Xavier Rivoire**  
Communication Leading Team - [Decathlon United](#)

Decathlon United  
ONEBLUETEAM  
[remi.foucart@decathlon.com](mailto:remi.foucart@decathlon.com)



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