

"With the aim of re-inventing the product range to adapt to the market, we are using crowdsourcing to co-create with consumers on the Mushin visual collaboration platform. Several ideas from clients and prospects will give rise to new and innovative products in the coming weeks".

**Clément Weets**  
Buyer & Category Manager  
Leroy Merlin France

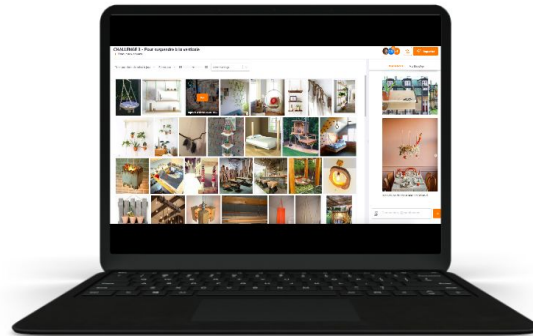
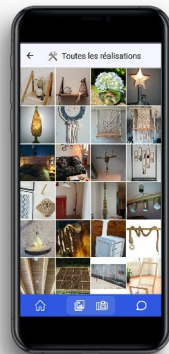


**600**

ideas

**35**

active consumers



**20**

ideas under study

**10**

ideas translated into action

## The Mushin & Leroy Merlin France collaboration

### Brand engagement

Since September 2020, Leroy Merlin France has launched a **co-creation** process to invent the **range of products of tomorrow**.

France's favourite brand illustrates its desire to **co-construct** with real consumers who are involved and enthusiastic thanks to the Mushin community.

Its aim is to **simplify the clients' life** while saving them time in their **creative DIY projects**.

### adeo group network

Founded in 1923 and part of the Adeo group specialising in DIY, construction and gardening, Leroy Merlin is positioned both as a market leader and as a brand close to its clients.

- **121 000 employees**
- **500 million clients**
- **850 outlets**
- **13 countries worldwide**
- **+150 000 product references available in shop and online**