



**DUNELM BACKS UK MANUFACTURING WITH EXPANSION OF
MADE TO MEASURE OFFER**

- Dunelm customers will now benefit from best-in-class product and service across Curtains, Roller Blinds, Venetians and Shutters
- Expanded manufacturing facilities will create 60 new jobs in the UK

Dunelm, the UK's largest homewares retailer, is doubling down on its UK manufacturing heritage by expanding its bespoke Made to Measure services for customers and further developing its offer across Curtains, Blinds and Shutters.

Based in the Midlands, Dunelm is creating 60 new jobs as part of the expansion, increasing the number of colleagues at its manufacturing sites in the area to 310 in a boost to the local economy.

The retailer is expanding its existing UK manufacturing capabilities, which historically focused on Curtains and Roman Blinds, to extend its offer across Roller Blinds, Venetians and Shutters.

As part of the improved range, customers will now be able to access a much more comprehensive range of Shutters, made in the UK, both online and in-store. They are available in 10 colours which coordinate with Dunelm's paint range and allow customers to curate their own look in their homes, with delivery available in under 28 days, and a 5-year guarantee.

Dunelm is also broadening its ranges within Roller Blinds and Venetian Blinds, building on the extensive experience which Dunelm already has in Made to Measure Curtains, where it produces 70,000 sets of hand-crafted Curtains in the UK each year.

Bringing all production across Dunelm's Made to Measure offer in-house gives greater end-to-end control of the supply chain and will ensure better product quality, faster lead-times, and fantastic value for money. To expand its in-house manufacturing, Dunelm has invested in new facilities including Shutter manufacturing technology.

This technology is combined with the skills and expertise which Dunelm's Made to Measure colleagues have been honing for over 20 years. All roman blinds are made by hand, all curtain hems are hand sewn to ensure the best finish, and all quality checks are completed by an experienced team of experts before sending to customers. The business also has 120 skilled fitters installing Curtains, Blinds and Shutters in customer homes across the UK.

Dunelm continues to champion a multi-generational workforce and, in its Manufacturing sites, benefits from more than half of its skilled colleagues being over 50.

Jemma Williams, General Manager of Made to Measure at Dunelm, commented:

"Made to Measure has long been a part of Dunelm's heritage having manufactured bespoke Curtains in the Midlands for over two decades.

"We're so pleased to be backing UK manufacturing by expanding our ranges, whilst improving the customer offer through a more comprehensive end-to-end service which utilises both new technology and our colleagues' expertise in hand-crafting Curtains, Blinds and Shutters.

"Our fantastic manufacturing colleagues showcase their amazing specialist skills every day. We want to keep those skills alive in the UK for generations to come, whilst bolstering local employment."

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Notes to Editors:

About Dunelm

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range spanning multiple homewares and furniture categories and including services such as Made to Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to 185 stores across the UK and has developed a successful online offer through dunelm.com which includes home delivery and Click & Collect options. Most stores include Pausa coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as 'The Home of Homes' including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers.

Dunelm is headquartered in Leicester and employs c.11,500 colleagues.