

## PRESS RELEASE



### **DUNELM INVESTS IN HOME DELIVERY FLEET TO REDUCE EMISSIONS AND CARBON FOOTPRINT**

Dunelm, the UK's leading homewares retailer, has invested in 10 new delivery vehicles that will significantly reduce the carbon footprint of its transport fleet and the business as a whole.

More than 50% of Dunelm's own operations (Scope 1) carbon emissions are attributable to the Home Delivery Network (HDN) fleet. To combat this issue, Dunelm has introduced nine new tractor units, powered by compressed natural gas, and an additional electric vehicle to support store deliveries.

Compressed natural gas (BIO-CNG) is a renewable energy source derived from the decomposition of food and animal waste, providing a 100% renewable fuel option. The nine new vehicles that run on BIO-CNG will emit approximately 85% fewer emissions when compared to traditional fossil fuel diesel alternatives and have the added bonus of being up to 50% quieter, meaning noise pollution is reduced as well.

With the transition to BIO-CNG, these vehicles will now emit a much reduced 314 tCO<sub>2</sub>. The introduction of the vehicles is a landmark moment for Dunelm and marks a significant step towards the retailer's goal of reducing its carbon emissions by 50% by 2030 (against a 2019 baseline).

Additionally, Dunelm has secured a lease on a 100% electric Volvo tractor unit, one of only a few in the UK. This electric vehicle will be stationed at the Stoke 2 Distribution Center and used for store deliveries. It will be charged at the center, which operates on renewable electricity, meaning the vehicle won't emit any CO<sub>2</sub> throughout its operational use.

After the investment in the cleaner vehicles and by transitioning to BIO-CNG, Dunelm estimates it will save approximately 1780 tCO<sub>2</sub> - an 85% reduction in emissions compared to diesel. Furthermore, the 44-tonne fleet's carbon emissions will be significantly reduced to a projected 314 tCO<sub>2</sub>.

Christina Downend, Head of Climate Change for Dunelm, said: "At Dunelm, we are committed to implementing new sustainable initiatives and reducing our environmental impact. This investment in low-carbon vehicles showcases our dedication to providing less impactful and more responsible transportation solutions for our Home Delivery Network and provides a significant step towards reducing our own operations carbon emissions by 50%."

The fleet updates are the latest initiative in Dunelm's long-term plan to move to more sustainable production. The brand's innovative Take Back and Home to Home schemes allow customers to donate unwanted textiles and homewares to their nearest Dunelm store, with items being rehomed, reused, recycled or turned into brand new products.

Dunelm's Conscious Choice collection is made up of products that meet sustainability driven criteria, all made from 50% lower impact materials. Nearly half also offer an extended guarantee of between 5-25 years and have been designed with quality and longevity in mind.

Other already established Dunelm sustainability initiatives include a furniture and mattress recycling scheme and participation in the Textiles 2030 pledge, which aims to halve carbon emissions, reduce water footprint by 30% and to introduce more circular approaches by 2030.

For more information please visit: <https://corporate.dunelm.com/sustainability/>

**ENDS**

## **Notes to Editors**

### **About Dunelm – [www.dunelm.com](http://www.dunelm.com)**

Dunelm is the largest homewares retailer in the UK with over 170 stores nationwide including Stockport, Ashton-Under-Lyne and Trafford Retail Park and an online webstore at [dunelm.com](http://dunelm.com), offering customers a wide range of quality homeware items from bedding, sofas, curtains, cushions, quilts and pillows, to kitchenware and dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Dunelm is one of the few national retailers to offer a comprehensive selection of curtain fabrics on the roll and owns a specialist UK facility dedicated to producing made-to-measure curtains. It also offers a wide range of made to order furniture in a wide range of fabrics.

Originally founded in 1979 as a market stall business, selling ready-made curtains, the first Dunelm shop was opened in Leicester in 1984. Over the following years, the business developed into a successful chain of high street shops before expanding into broader homewares categories after the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire.

### **About Fraikin**

[Fraikin Ltd](#) is part of the [Fraikin Group](#), the largest commercial vehicle fleet services company in Europe, providing expert fleet management, contract hire and rental solutions to both the private and public sectors. The Fraikin Group, established in France in 1944 by Gérard Fraikin, has operations across Europe, with more than 3,000 employees, 11,200 clients, 171 branches and a fleet of more than 60,000 vehicles. Its operations span the Benelux countries, France, Germany, Italy, Poland, Spain, Switzerland, and the UK.

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