



PLASTIC AND PACKAGING POLICY MAY 2021

We commit to continually reduce the impact of our packaging on the planet, and have three focus areas: less packaging, better packaging, and closed loop packaging. Our targets are set out below:

LESS PACKAGING

- **Reduce** own brand plastic packaging by **10%** by the end of **2022**; and by **30%** by **2025**

BETTER PACKAGING

- Own brand plastic packaging to contain average **30% recycled content** by **2022**, and **50% by 2025**
- Own brand cardboard packaging from **100% sustainable sources** by **2025**
- Own brand packaging to be 100% recyclable, by **2025**

CLOSED LOOP PACKAGING

- Launch a **plastic packaging take back scheme** by **2025**
 - Ensure there is a **full closed packaging loop**, reproducing Dunelm Packaging, by **2030**
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Examples of our progress to date:

LESS PACKAGING

- **Removed over 2 tonnes of plastic packaging** from our Christmas ranges – e.g. plastic boxes and coverings from our shatterproof bauble and gift wrap range
- Re-engineered the packaging of our pillow and duvet ranges to **take out over 14 tonnes of plastic**
- Within our cook and dine ranges we have **removed 1.8 tonnes of plastic bags** from various products including pots, pans, utensils, and gadgets

BETTER PACKAGING

- All our home delivery mailing bags contain **30% recycled content**. We want to increase this by **2022**
- **Replaced 35 tonnes of virgin plastic** with recycled plastic within our quilts and pillows packaging
- **Removed lamination on our cardboard** duvet boxes to ensure they are fully recyclable
- **Removed non-recyclable PVC** from the majority of our core and Dorma bedding ranges