

## **PRESS RELEASE**

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### **DUNELM LAUNCHES RUG TAKEBACK TRIAL ACROSS THE MIDLANDS**

- **Dunelm is trialling the new scheme in six stores across the Midlands**
- **Customers can drop off their old rugs, runners or doormats which will be rehomed or reused**

Dunelm, the UK's largest homewares retailer, has recently launched a new 'Rug Takeback Scheme' in six of its stores across the Midlands.

The new initiative is now available in Dunelm's Oldbury, Cannock, Coventry, Newcastle Under Lyme, Fenton and Telford stores and will allow customers to drop off their old rugs, runners or doormats which, if possible, will be rehomed or reused.

The trial, only currently available in the Midlands, will see the unwanted items given to Dunelm's rugs partner, where suitable products will be cleaned, repaired and donated to charity.

Refurbished, good-as-new rugs will be passed on to the charities Age UK and Spruce, who will find new homes for the items.

Christina Downend, Head of Climate Change and Sustainability at Dunelm said: "We know that styles change, and people like to refresh their homes, so our new scheme will allow customers to do that in a more sustainable way.

"We're delighted to offer this new solution to those looking to replace or upgrade their old rug, runner or doormat and live in the Midlands area. Customers simply need to bring their items into any of the stores featured in the trial and we will work with our partners to give them a new home."

By reusing rugs and giving them a longer life, we can contribute to saving 861,000 tonnes of CO2 and 46 million m3 of water in the textile industry, which is an estimated possible saving from reusing products, according to the WRAP Textiles 2030 annual report.

If a rug, runner or doormat cannot be donated and is beyond repair or refurbishment then it will be incinerated, ensuring that nothing goes to landfill, causing the least amount of impact to the environment as is possible.

The trial of the new initiative follows the recent launch of Dunelm's Online Textile Takeback Scheme, where customers can dispose of unwanted textiles to be resold or recycled in another bid to prevent textile waste.

To find out more about Dunelm's Rug Takeback Scheme, head to:

<https://www.dunelm.com/info/about/take-back-scheme>

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#### **Contacts:**

[dunelm@tangerinecomms.com](mailto:dunelm@tangerinecomms.com)

## **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 184 stores across the UK and has developed a successful online offer through [dunelm.com](https://www.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 over 11,000 colleagues.