



**Press release
August 2022**

Dunelm launches sustainability focused 'Conscious Choice' range



Dunelm has today (1-August 2022) announced the launch of its Conscious Choice homeware collection.

The collection will help customers to make more thoughtful purchasing decisions and to find homewares that last longer and are made from more sustainable materials as described below. The initial launch consists of more than 800 products for the bathroom, bedroom and kitchen, in addition to children's homeware pieces, accessories and decorative items.

All Conscious Choice products will meet sustainability driven criteria, from the materials used to make them to the anticipated length of the life of the product once it reaches a customer's home. Featuring materials such as recycled glass, organic fabrics and responsibly sourced timber which have a lower environmental impact than our conventional alternatives or virgin materials. All products qualifying for the Conscious Choice badge are made from at least 50%

lower impact materials (by product weight) Nearly half also offer an extended guarantee of between 5-25 years and have been designed with quality and longevity in mind.



The Conscious Choice collection will continue to evolve as better technology and increased innovation will enable the introduction of practices with a reduced environmental impact into the product development cycle. This will see Conscious Choice extended into new categories within the Dunelm product offer as well as increased numbers of individual products within the launch categories

Nick Wilkinson, CEO of Dunelm, commented: “Our Conscious Choice products are intended to give our customers more opportunities to make informed choices. Operating more sustainably is one of our key ambitions as a business and Conscious Choice will continue to evolve as we learn more and develop more sustainable materials and production processes.”

Detailed information about Conscious Choice will be available on [Dunelm.com](https://www.dunelm.com) and customers instore will be able to scan a QR code that will take them straight there.

Conscious Choice is Dunelm’s latest initiative in its long-term plan to move to more sustainable production. The brand’s innovative Take Back Scheme was launched in selected stores in September 2021. The scheme allows customers to donate unwanted textile items from any retailer to their nearest Dunelm store, with items being rehomed, reused, recycled or turned into brand new products. Other already established Dunelm sustainability initiatives include a furniture and mattress recycling scheme, signing of the #PaperlessPledge 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.

To shop Dunelm's Conscious Choice product range online, please visit Dunelm.com

- Ends -

For more information contact: Dunelm@tangerinecomms.com



Credits from left to right: Recycled 3 Piece Pan Set £90, Recycled Glass Vase 18cm Olive £10, Blakeney Cosy Marl Sofa Bed £1,599, Sage Green Bath Rack £10, Jenson Rug £79, Recycled Glass Small Tumbler £3.50.

Notes to Editors

About Dunelm – www.dunelm.com

Dunelm is the largest homewares retailer in the UK with over 177 stores nationwide and an online webstore at 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.