

Where are we in 2020?

# SOFA RESCUE

## A customer need...

When people buy a new sofa, they often want to get rid of their old one. Unless they pass it on to family, friends or charity, this isn't easy to organise. There's usually nowhere to store it, councils charge to take them away, and charities are increasingly picky about what they can take. So removing an old sofa responsibly and conveniently is a real issue for customers. And when they are disposed of, many old sofas go to landfill.

## ...satisfied

Our experienced specialist partner, Clearabee, will collect their old sofa and take it to a certified recycling centre where it is broken down to its component parts for recycling and creating energy from waste - giving our customers the peace of mind of knowing their old sofa is being disposed of responsibly. We developed and tested the scheme at DFS, then rolled it out this year to Sofology.

## ...responsibly

Sofa Rescue means thousands of UK sofas now no longer go to waste, but instead avoid landfill. DFS Group is leading the furniture market in taking responsibility not only for the environmental impact of its products, but for what happens when they are disposed of. Early feedback all points to the scheme having a positive effect on customer preference and satisfaction, as well as on employee engagement. In Phase 2 of our ESG strategy, we have an ambitious plan - to design a more sustainable sofa that complements our approach to the circular economy.



**6,000**

sofas collected, from 2,867 customers, in August 2020.

**50,000**

sofas expected to be collected in 2020.

**UP TO 10%**

of customers took up the Sofa Rescue scheme in its first year.

# SOFA RESCUE IN ACTION



As well as the convenience of the service, Sofa Rescue gives our customers the peace of mind of knowing their old sofa is being disposed of responsibly.

## 1. Easy to use

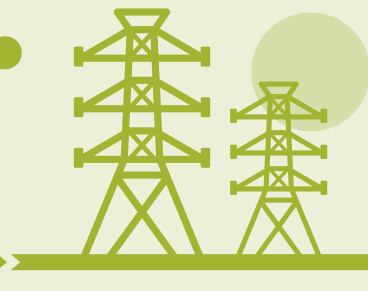
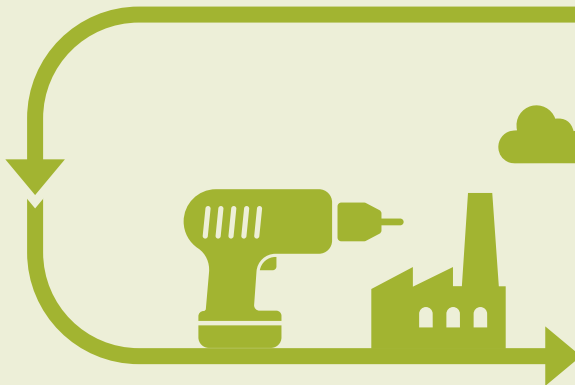
Customers buying a new sofa are offered the Sofa Rescue option or can add it at a later date before delivery.

## 2. Easy to book

Our expert partner, Clearabee (with a TrustPilot score of 9.7), calls the customer and arranges a collection date - customers can choose any day up to five days before the delivery of their new sofa.

## 3. Collected safely

Clearabee collects the sofa on the allotted date, using a fully trained and security-checked two-person team.



## 4. Recycling as much of the sofa as possible

Back at a certified recycling centre, the sofa is taken apart and they recycle as much of the wood and metal as they can.

## 5. Disposing of the non-recyclable elements responsibly

The majority of elements that can't be recycled are used to create energy from waste, or disposed of responsibly.

## 6. Offsetting the carbon emissions

Clearabee is a carbon-neutral operation. It offsets its vehicles' emissions and recycling work with a tree-planting programme.

## 7. Keeping the customer informed

Customers who use the service receive an update and thank-you a few weeks later.

# SOFA RESCUE IN ACTION



Watch the  
movie here