

Greendale Carpets & Flooring

Reuse Scheme with Charities

Greendale Carpets & Flooring have been members of Carpet Recycling UK for a number of years. Greendale is a cooperative, mutual trading company consisting of around 110 carpet retailers based throughout Great Britain and Northern Ireland. Each member owns a share of the business, and it is run on a 'not for profit' basis.

Project Scenario

Being a mutual trading company, Greendale cannot sell carpet to anyone who is not a member of the cooperative. Most of the Greendale members have smaller stores, which are not capable of storing end of rolls. Therefore, Greendale needed to find a suitable solution for all the end of rolls generated in our warehouse, rather than send them to landfill.

Greendale also had a lot of carpet samples that had been discontinued. These samples were always sent to landfill. A better solution was needed to be found, where the samples could be used again in some capacity.

Challenges

The biggest challenge was finding suitable partners, who would use the carpets and samples for the benefit of those who needed them most.

GREENDALE
— CARPETS & FLOORING —

Eamonn Prescott

Greendale Carpet & Flooring

W: www.greendalecarpets.co.uk



Outcomes

Greendale teamed up with The Salvation Army to utilise these carpets in its housing projects in the UK. The Salvation Army are sent regular lists of carpets that can be used and then they direct Greendale as to where those carpets should be delivered. The carpets are being fitted in houses to relieve flooring poverty amongst those less fortunate in our society.

Greendale have also partnered with a local hospice, St. Michaels. The carpet samples are sent to their stores on a regular basis, where they are sold to consumers to raise money for the hospice. The carpets are used as doormats, for gardening and for seat cushions. Around 4 tonnes of samples per year is diverted from landfill.

Richards Shea, Salvation Army: *“We have launched our Carpet Reuse programme, a ground-breaking scheme directing carpets away from waste while helping tenants to cover the floors in their home. By working with Carpet Recycling UK and their members, we are taking donations of unsold carpets into our 30 donation centres across the UK and selling them directly to those that need them.”*

Eamonn Prescott, Greendale Carpets: *“Due to our mutual trading status, it can be difficult to move on those older end of roll carpets, that have been discontinued. Using our Carpet Recycling UK connections, we have been able to find the right partners for us to do this. In 2023 alone, we will have diverted 20 tonnes of good carpet away from landfill and back into the homes of people who need it most. It really is a win, win situation.”*



Quote from Adnan Zeb-Khan, CRUK Manager: *“It is great to see that two of our members are collaborating together to find solutions to Greendale’s issue of having excess roll-ends and discontinued samples. This excess stock will now go to those low-income families who need it the most and prevent the items from being left and disposed of. This is a great example of our members providing social value.”*



Contact Carpet Recycling UK

Carpet Recycling UK is a not for profit organisation funded by companies across the supply chain to develop more sustainable and environmentally friendly solutions for carpet waste. Our ability to network with our members and wider network helps to provide you with the most feasible solutions to send your waste up the waste hierarchy and prevent waste being sent to landfill. Please visit our website for more information: www.carpetrecyclinguk.com

Thank you to our Core Members

