

Give your Christmas the Recycling Thumbs Up

Whether you're looking for a gift or want to get rid of that jumper you got last Christmas - give this Season the environmental nod with the SnaffleUp Recycling Service.

If you've ever found a gem item in a Charity Shop or Car Boot Sale, you know that one person's junk is another person's treasure. And with the growing landfill problem where mountains of items are thrown away in the UK weekly, the practise of finding new owners for unwanted stuff rather than binning them is a sound environmental idea.

A new website launched in August 2008 helps reduce the landfill problem by providing the means for people to easily donate unwanted items online. The SnaffleUp.co.uk website also gives people a convenient place to find a range of items for free.

The simple idea behind the website is 'Give it, don't bin it'. Chris Toynbee, the founder of the SnaffleUp Service, said "I saw the need for a user-friendly way to stop people binning what others might want. The recycling benefits of a simple, useful service are significant."

Local Government Association figures show that at 27 million tonnes of household rubbish a year, the UK produces more landfill than any other EU state. With this in mind, the SnaffleUp Recycling Service is something that has benefits all-round.

To make sure that the Service is accessible to all, the SnaffleUp website has been designed with utmost simplicity in mind. When a person has an item they want to get rid of, they simply login to the website (registration is free), type in a description and press Save. They then receive an email notification when someone is interested in the item. Postage is paid for by the new owner.

For those who are looking for Christmas gifts, the SnaffleUp website offers an easy Search facility and clear item categories to help people get through their shopping list. There is also the option to save your Searches to get email alerts when items become available. And with each item donated, the recycling process is furthered.

Having launched only 4 months ago, SnaffleUp already has over 1500 members. Since the service is both simple and useful, it is gaining in attention and looks set to become a definitive resource for the UK public to do their bit for the environment as well as find interesting items for free.

Chris Toynbee of SnaffleUp added, "I hope we can make this a Christmas to recycle."

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Don't Bin It - Give It!

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