

PRESS RELEASE

SnaffleUp – breathing new life into household goods

New online resource fights credit crunch and reduces burden on landfill

SnaffleUp.co.uk is a new online resource that gives people with unwanted but useful household items an opportunity to donate them to other people instead of throwing them away. Any item that is no longer needed but still has some life left in it can be added to the SnaffleUp website where other people can view it and arrange collection. Items already donated include TVs, dining tables, books, toys, computer peripherals, clothes and garden furniture.

According to the Local Government Association (LGA) the UK dumps more household waste into landfills than any other EU state. This amounts to more than 27 million tonnes of waste each year. SnaffleUp was started by Chris Toynbee and Marc McIntyre who recognised a need for a user-friendly website for people wanting to save useful items from being needlessly thrown away.

“A lot of what ends up in landfill sites still has plenty of useful life left in it,” says SnaffleUp founder Chris Toynbee. “Why throw something away when you can give it to someone else who needs or wants it? And will use it! At a time when the credit crunch is making life harder for a lot people, a source of free goods obviously has its attractions. SnaffleUp represents a new and easy way to help people save money while helping the environment at the same time.”

SnaffleUp differs from sites like Freecycle by offering a more user-friendly experience. The website has an ongoing improvement policy focused around a forum that lets users post suggestions for improving the site, which can then be voted for by other member of the SnaffleUp community.

Visitors to SnaffleUp do not need to register in order to start looking for or adding items. Users can enter their postcode to search for items in their local area. When

looking for a specific item it is possible to set up email alerts that inform users when items of interest have been added. When a user wants to add an item, or arrange collection of an item, they simply need to complete a short and simple registration form. All items are offered free of charge and it is up to site users to negotiate any collection or delivery costs between themselves.

Ends.

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Don't Bin It - Give It!