



# GREENDALE

— CARPETS & FLOORING —

## Greendale Carpets & Flooring

### Reuse Scheme with Charities

**Eamonn Prescott**

Chief Executive

[www.greendalecarpets.co.uk](http://www.greendalecarpets.co.uk)

Greendale Carpets & Flooring has developed a practical reuse and recycling approach for surplus carpet, discontinued samples and smaller offcuts. By working with charity and recycling partner, the business is helping reduce landfill, support households experiencing flooring poverty and create wider social value from materials that would otherwise be treated as waste.

#### Background

Greendale Carpets & Flooring has been a member of the UK Sustainable Flooring Alliance for a number of years. Greendale is a cooperative mutual trading company, made up of around 100 independent carpet retailers across Great Britain and Northern Ireland. Each member owns a share of the business, which operates on a not-for-profit basis for the collective benefit of its members.

As a mutual trading company, Greendale is unable to sell carpet to anyone outside its cooperative membership. Many Greendale members operate smaller retail stores with limited storage capacity, meaning they are often unable to take additional end-of-roll stock. As a result, Greendale needed to identify a practical and responsible solution for surplus end-of-roll carpets generated through its warehouse operations, rather than allowing this material to be sent to landfill.

The business also held a significant quantity of discontinued carpet samples. Historically, these samples had no clear onward route and were disposed of as waste. Greendale recognised an opportunity to find a more sustainable outcome, ensuring the material could be reused, repurposed or recycled wherever possible.

#### Challenges

“The biggest challenge was finding suitable partners who could make effective use of the carpets and samples, while ensuring they delivered real social value for the people and communities who needed them most.” **Eamonn Prescott, Greendale Carpets & Flooring**





### Outcomes

#### Key Impact:

- More than £30,000 of carpet has been donated to support households affected by flooring poverty.
- Around 20 tonnes of carpet and samples are expected to be diverted from landfill each year.
- Discontinued samples are helping raise funds for St Michael's Hospice through resale and reuse.
- Suitable offcuts are being directed to Innovate Recycle for processing into reusable pellet material.

Greendale partnered with No Floor No More CIC to ensure suitable carpets could be placed directly into homes where flooring was otherwise unaffordable. Regular deliveries now help convert surplus warehouse stock into practical household support, giving the material a clear purpose beyond its original commercial use.



Greendale has also developed a partnership with St Michael's Hospice. Discontinued carpet samples are sent to the hospice's retail stores, where they are sold to raise funds for its charitable work. Customers repurpose the samples in a variety of ways, including as doormats, gardening mats and seat cushions, extending the useful life of material that would otherwise have been discarded.

Together, these partnerships demonstrate how surplus flooring materials can be redirected into meaningful reuse, combining operational practicality with measurable community and environmental benefit.

Greendale has further strengthened its circular approach by committing suitable carpet material to Innovate Recycle, helping ensure appropriate fibres can be processed and returned into productive use.



### Why It Matters

This approach shows that circular solutions do not need to be complex to be effective. By identifying the right partners for each type of material, Greendale is reducing waste, supporting charitable activity and helping ensure usable flooring reaches people and organisations that can benefit from it most.



### Eamonn Prescott, Chief Executive, Greendale Carpets and Flooring commented:

“Due to our mutual trading status, it can be difficult to move on older end-of-roll carpets that have been discontinued. Through our UK Sustainable Flooring Alliance connections, we have been able to identify the right partners to help us address this challenge responsibly. In 2026 alone, we expect to divert 20 tonnes of carpet away from landfill and back into the homes of people who need it most. It really is a win-win situation.”

### Cathie Clarke, CEO, UK Sustainable Flooring Alliance (UKSFA) added:

“It is so good to see the successes that Greendale continue to have with diverting flooring away from landfill and into homes. Reuse is at the top of the waste hierarchy and so much flooring is suitable for reuse with a little effort and enterprise.”



### About UK Sustainable Flooring Alliance

UKSFA is an independent non-profit membership association working with the supply chain to increase sustainability within the flooring industry and reduce the volume of textile and resilient flooring waste being sent to landfill and work towards a circular economy. [uksustainableflooringalliance.com](https://uksustainableflooringalliance.com).

Read more of our industry case studies on our website [uk-sfa.com/case-studies](https://uk-sfa.com/case-studies)

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