



13th July 2021

AO OPEN 'REWORK' FACILITY TO GIVE NEW LEASE OF LIFE TO RETURNED APPLIANCES

Online electricals retailer AO announces today that it has opened a new 'rework' facility to give returned appliances a new lease of life. Operating out of its 'Latchford' warehouse in Crewe, appliances returned by customers will be thoroughly tested with the aim of reselling them.

Since opening last month, the facility is currently handling approximately 900 appliances a week, including washing machines, fridges and TVs from a range of well-known manufacturers, that if not reworked may have ended up never being used. Once safety tested, cleaned and repackaged, the appliances are sold for a reduced price on the AO Outlet Ebay shop, available for delivery to all UK postcodes.

Mark Rothwell, Head of Outlet Sales at AO, said: "Our engineers take the time to thoroughly test these appliances 3 to 4 times so we can guarantee that they're as good as new for future customers. At AO, we believe that reuse is the best form of recycling, so we're really pleased to offer a new facility to support the second-hand market while also offering some great bargains for our customers."

The new facility has created several roles for talented engineers in the local area and AO has ambitious plans to launch apprenticeships in this area and external levy approved training in the near future.

Ben Swift joined the team straight from college, working as a runner transporting appliances around the workshop, while being tutored outside work by his senior teammates. After sharing his ambition to become an engineer, AO trained him up to work in the new facility.

Michael Owen, Rework Production Manager at AO Logistics, said: "In the last few months, Ben has proved to be an invaluable member of the team with new as well as more experienced engineers approaching him for advice. We have now given him a contract to recognise his efforts and look forward to seeing the growth of his skillsets over the coming years."

Crewe is also home to AO Logistics' head office and two other distribution centres, Alpha & Omega. AO acquired the two-person delivery company in 2009, and it now offers delivery seven days a week on all items.

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For any further information, please contact pressoffice@ao.com or call us on 01204 672 504

NOTES TO EDITORS

AO World plc, headquartered in Bolton and listed on the London Stock Exchange, is an online electrical retailer, with a mission to be the global destination for electricals. Our strategy is to create value by focussing on being brilliant for our customers to make AO the destination for everything they need, in the simplest and easiest way, when buying electricals.



We sell major and small domestic appliances and a growing range of electrical products in the UK and Germany, delivering them via our in-house logistics business and carefully selected third parties. We also provide ancillary services such as the installation of new and collection of old products and offer product protection plans and customer finance.

In the UK, AO operates in five main categories (Major Domestic Appliances "MDA", Small Domestic Appliances "SDA", Audio Visual "AV" and Consumer Electronics "CE"). Following the acquisition of Mobile Phones Direct Limited in December 2018, AO has significantly broadened its mobile phone category.

AO Business serves the B2B market in the UK, providing electricals and installation services at scale.

AO launched in Germany in October 2014 with MDA and now sells Floorcare, AV and SDA categories.

AO also has a majority equity stake in AO Recycling, a WEEE processing facility, allowing AO to ensure its customers' electricals waste is dealt with responsibly in the UK.

AO, is green in more ways than one. Find out more about its sustainability initiatives here: <https://ao.com/sustainability>.