

PRESS RELEASE

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In force from 15 February to 16 March

WORTEN LAUNCHES BROCHURE

100% DEDICATED TO THE MOST SUSTAINABLE PRODUCTS

- "Protecting the future and saving every day?" is the claim of the Sustainability Brochure, that Worten launches for the 2nd consecutive year
- The aim is to contribute to more sustainable consumer behaviour, highlighting more accessible and/or greener products and services at the best prices
- The offer includes Worten REUSE reconditioned products, appliances with greater energy efficiency, IT products made with recycled materials and electric mobility equipment
- [Worten Transforma](#), the brand's year-round environmental and social responsibility programme also has a prominent place in this new leaflet

For the 2nd consecutive year, Worten has launched its Sustainability Brochure where it helps customers make more efficient choices from a sustainability point of view, through a selection of more sustainable products at the best prices. Customers are buying more and more reconditioned smartphones, more efficient refrigerators or even laptops made from recycled materials.

This new brochure highlights the sustainability component of several products, such as the reconditioned smartphones from Worten REUSE, products that only need to be charged once or electric scooters and bicycles. In addition to the products, there are also services that encourage consumers to behave more ecologically and that are also highlighted in this brochure, such as the repair services that extend the life of equipment or the home services that deliver, install, collect and recycle old equipment free of charge.

"At the top of the consumer trends for the coming years is the commitment to sustainability. Worten cannot ignore this trend. This is why it brings together the most efficient and sustainable products in a single specialised leaflet, in response to customers who want more environmentally friendly products in a simple and quick way, at the best prices. In terms of services, we offer a unique, combined solution which allows the delivery, installation, collection and recycling of electrical appliances", António Fuzeta da Ponte, Worten's Brand and Communication Director, said.

When a consumer buys a new large appliance (washing machines, refrigerators, ovens, televisions, built-in appliances) they can request the delivery, installation and collection of their old equipment free of charge. Remember that people can also deliver their old electrical or electronic equipment to Worten shops. Either way, the equipment is delivered to [ERP Portugal](#), which ensures the correct treatment of this type of waste.

This collection and delivery for recycling is reflected in the annual environmental and social responsibility programme, [Worten Transforma](#), which has collected more than 70,500 tonnes of electronic waste since 2019. This waste was sent for recycling, contributing to a cleaner and healthier Planet. Throughout the year, besides this environmental component, Worten also runs a solidarity component to support various institutions, donating new equipment that provides greater comfort and well-being to their users. In total, more than 2,600 entities across the country have been supported and more than 24,000 new items of equipment have been donated, worth €2.3 million.

The Sustainability Brochure will be available from 15 February to 16 March on Worten's social media and on [worten.pt](#).

Besides the sustainable products it offers customers, Worten also does its own bit, and an example of this is the system it implemented in the stores, which contributes towards improving environmental performance. This system focuses mainly on energy efficiency, through the management of waste produced by the activity and the management of waste delivered by customers. In 2022, the number of certified shops increased from 20 to 48, up and down the country.

In addition, since 2022 the energy purchased by Worten comes from renewable energy sources. With this change and other measures implemented to optimise energy consumption in the stores, we managed to reduce direct CO2 emissions by around 50%.

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