



PRESS RELEASE

15 September 2011

## **£2.9bn wasted on rarely used items in the UK in the last 12 months**

Research\* commissioned by RentMyItems.com has revealed an estimated £2.9bn has been spent on items in the UK in the last 12 months that have been rarely used or haven't been used. This figure is made up of the following:

£650 million spent by women on clothes

£617 million on outdoor equipment such as camping gear

£470 million on entertainment items such as DVDs and computer games

£426 million on sports equipment such as exercise bikes

£360 million on kitchen appliances

£240 million on DIY tools

£140 million on garden tools such as lawnmowers and hedge trimmers

**RentMyItems.com**, which will launch on Monday 19th September, enables you to list your rarely used household items **for free** for an initial period and earn some extra income through renting them out to people in your local area.

Categories on the site include Home, Garden, Entertainment, Tools, Baby & Kids, Leisure and Fashion categories.

Warren Heal, Founder of RentMyItems.com found inspiration for the site after asking a neighbour if he could borrow his lawnmower.

"My lawnmower wasn't working one day and I thought it would be great if I could just rent my neighbour's for an hour. After doing so he then asked if he could rent my bike from me for a week for an upcoming holiday, and that's when RentMyItems.com began to come together." said Heal.

RentMyItems.com will also appeal to those who are conscious about the impact on the environment caused by waste.

"We are seeing a shift towards "Collaborative Consumption" revolutionising the way we consume, and with RentMyItems.com, I recognised an opportunity that enabled people to share items, while being environmentally-aware." said Heal.

To list your items for **free** go to [www.rentmyitems.com](http://www.rentmyitems.com).

*ICM interviewed a random sample of 2030 adults aged 18+ via online between 9th - 11th September 2011. Surveys were conducted across the country and the results have been weighted to the profile of all adults. ICM is a member of the British Polling Council and abides by its rules. Further information at [www.icmresearch.co.uk](http://www.icmresearch.co.uk).*



**For further information contact:**

**Paul Savident - 0044 7966 014911 / paul@savident.com / savident.com**

**Editor's Notes**

The RentMyItems website will be easy to use. You will be able to search by item, keywords, place or postcode and radius, and categories.

Adding an item is a straightforward process: select a category, name, upload up to 5 images, description and keywords, your postcode, rental price and deposit, and item availability calendar.

Items can be listed now to receive 2 months free listings from launch. RentMyItems will take no commission from rentals and there is no obligation to continue listing after free listing period ends.

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