

Purchasing pre-owned goods given the green light

Online marketplaces have become a platform in sustainability with the resale industry proving to be an eco-friendly way to shop.

MELBOURNE, Victoria, June 3, 2021 - Warrp, Australia's newest online marketplace, is encouraging Australians to buy pre-owned goods in an effort to curb the consumer goods industry's environmental footprint.

According to the 2020 Second Hand Economy Report, almost half of all Australians are becoming more concerned about the impact 'buying new' has on the planet, up from 39 percent in 2019.

Australians live in a highly disposable society where single-use products dominate the consumer goods market, which is why buying second-hand is becoming part of the solution to sustainable consumerism.

Warrp Co-Founder and CEO, Matthew Ng, said using online marketplaces to buy pre-owned items helped to reduce demand on consumer goods manufacturing and the size of the environmental footprint that came with it.

"The resale market has incredible benefits for everyday Australians both financially and environmentally with bargain buys that don't cost the earth," said Mr Ng.

"The environmental impact of producing goods is enormous. For example, it requires approximately 12,075 litres of water to produce just one smartphone, from the extraction of raw materials to when it's packaged and ready to be sold.

"Consumer goods traditionally have a linear lifecycle, from manufacture to disposal, but Warrp creates a circular lifecycle that means items are resold and re-loved, reducing waste, pollution and the burden on natural resources."

The Warrp marketplace is a one-stop-shop for thousands of pre-owned items that will make their way into the hands of Australians instead of wasting away in landfill.

Electronics make up a sizable portion of resale-friendly goods, from televisions and laptops to headphones and smart devices, but Australians produce more than 465,000 tonnes of e-waste domestically according to the latest ABS figures.

Fast fashion is another trending topic of environmental concern with 800,000 tonnes of clothing and textiles sent to landfill every year in Australia, with polyester clothing taking upwards of 200 years to break down.

Warrp Co-Founder and CTO, Roman Granovskyi, said it was not just the products themselves, but the packaging that also contributed to waste production.

"Buying second-hand goods lessens the environmental impact that packaging generates, which would ultimately end up in landfill affecting wildlife, ecosystems and natural habitats," said Mr Granovskyi.

"We need more people to adopt the mindset that they can save money and the environment by buying pre-owned goods."

Warrp is dedicated to the resale economy in an effort to reduce consumer waste and pollution, and build a more sustainable approach to consumerism.

Visit the Warrp website or the Warrp Marketplace today. Warrp is available to download on iPhones via the Apple App Store, and will be available on all other smart phone and web devices at a later date.

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About Warrp: Warrp is a digitally innovative iOS marketplace app that takes the hassle out of peer-to-peer shopping online with a world-first dynamic marketplace, Trusted Partner program, Loyalty Rewards program, and Secure Escrow facility. Easily list products to sell or browse thousands of items to buy all from the Warrp app. As a proud Australian online start-up company, Warrp's end-to-end experience is designed to change the way people buy and sell. Currently servicing Victorians but available to download nation-wide, Warrp's vision is to grow its presence globally as an online marketplace built on strong community values, innovation, safety and ease of use. Discover a marketplace where you are in control of the journey and destination.

Media Contact: <https://warrp.it/contact-us/>

Press Room: <https://warrp.it/press-room/>

Contacts

Matthew Ng

0403143003

mailto: matt@warrp.it