

Repair & Assure joins the Sirius Buying Group

Sirius Buying Group has announced that Repair & Assure is the latest Approved Member to join its growing retail community.

Established in 2016 and regarded as one of the UK's highest rated service plan providers, Repair & Assure offers aftermarket repair and service solutions, with handpicked repair engineers focused on delivering exceptional service and comprehensive coverage across the UK.

Having established a reputation for delivering repairs that "customers can rely on", Repair & Assure places huge value on its ongoing partnerships with key manufacturers and retailers, where it provides quality aftercare services and product assurance. With an

impressive track record and near-perfect ratings on Trustpilot, R&A works with brands such as Ickering, Indesit, Candy, Whirlpool, Creda and Montpellier.

Toby Nicholls, Owner and Director of Repair & Assure - which is headquartered in Brighton, East Sussex, said: "We are excited about the opportunities and growth that the future holds for all of us. Together, we're committed to delivering the highest standards of service and sustainability, and we look forward to continuing this journey with such a dynamic and forward-thinking community."

Darren Scott, Business Development Manager at Sirius, added: "The growth that R&A has achieved in under 10 years is truly impressive, as its dedication



to round-the-clock improvement has cemented its reputation as a leader in providing service solutions to customers and manufacturing partners alike.

"R&A's mission has remained the same - to offer reliable service from a transparent and trustworthy provider, and we are hugely excited to support the company in its evolution to offering new products to their consumers with our unique deals, exclusive products, and bespoke services with real tangible benefits for our members' businesses."

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Online retailer AO appeared on the BBC's Inside the Factory programme earlier this month talking about its fridge recycling plant in Telford.

In the episode, co-presenter Cherry Healey visited the state-of-the-art facility, which is one of the biggest of its kind in Europe. She learned how AO gives over 500,000 old fridges a new lease of life each year, and Operations Manager, Darren Baden-Smith, introduced her to Bertha - AO's huge fridge crushing machine, which weighs 80 tonnes and can 'eat' up to 100 fridges per hour!

Group Recycling Director, Rob Sant, then gave Cherry a guided tour of the plastics processing plant, which uses cutting-edge technology to sort and refine fridge plastic, so that it can be turned into new products.

Meanwhile, Commercial Director, Dave Ware, explained why fridge compressors need to be removed and disposed of in an environmentally responsible way, to ensure that dangerous gases don't go into the atmosphere.

Mr Sant said: "It was an absolute pleasure to welcome Cherry and the Inside the Factory team to Telford so they could see Bertha in action and learn more about how we turn customers' old fridges into brand new products.

"Seeing the plant on prime-time TV, on such a beloved series, is a fantastic experience and a testament to the brilliant work our AOers put in every day."

Currys expands in-store advertising offering



Currys is expanding its Connected Media platform - which turns its in-store TV screens into media advertising spaces to target customers while they shop.

With an average of 100+ TV screens in many of its stores, the retailer is allowing its media

brand partners to maximise in-store experiences by enhancing its "already flourishing" retail media network, it said.

Powered by technology from PRN (a STRATACACHE company), Currys will enable brands to advertise on these networked displays within its shops across the UK and Ireland, where the company said it hopes to deliver around 40 million annual impressions.

This opportunity is available to brands sold in all Currys' 297 UK&I stores, as well as to other brands wanting to connect with Currys' shoppers. Customers will benefit from "best-in-class, high-spec" adverts on the in-store screens, the retailer said, showcasing the products at their best.

Susie Moan, Chief Data Officer at Currys, said: "This represents a huge step forward and is crucial for us as a leading omnichannel retailer. It's another important touchpoint in the growing Currys Connected Media portfolio, enabling brands to reach tech shoppers in new ways."

Kevin Carbone, CEO at PRN, added: "Currys has the largest TV display network in the UK, and through PRN they are able to extend their already impressive, connected media network to reach shoppers across every stage of their journey to purchase."