



Press Release

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IKEA on Black Friday: take care of your things to keep them with you "For Longer"

What if each of us, instead of buying new things, focused on those which we already have and took care to keep them in use as long as possible? In spite of the Black Friday tradition, IKEA once again points at the furniture and accessories in our flats. IKEA shows how to take care of them in an easy way, at the same time taking a small step to take care of our main home - the Earth.

Taking care of what we already have is the way to use less of the planet's dwindling resources. This is particularly important now that the effects of the climate change are becoming more and more evident. Our over-consuming lifestyle plays a huge role in it. And what if instead of devoting ourselves to the shopping fever, make best of things we already have?

At IKEA, we want to support people in a more sustainable life and responsible consumption. One important way to help people make more deliberate shopping decisions is through actions that make products last longer. We are starting a project by which we want to show how important it is to take care of our products. We invite everyone who wants to share with us how they care about things they already have. Just visit our [IKEA.pl/NaDluzej](https://www.ikea.pl/NaDluzej) website - says Agata Czachórska, Circular IKEA Project Manager, IKEA Retail Poland.

IKEA knows many methods to extend the life of home furnishings. Easy and small things can make a huge difference. They are so important that the Polish artist Ewelina Sośniak was asked to dedicate them a series of her works. As a result of this cooperation, the „For Longer” (pol. "Na dłużej") collection was created, it consists of seven exceptional paintings and one sculpture. The works and their descriptions take into account the tips for taking care of furniture and accessories, but are kept within the convention of artistic expression combined with a pint of humor. All this to invite the viewer to take a look at their everyday objects and start making changes in their own home.

Why care and maintain activities are presented in an artistic form? What stands behind this idea? The art is the best way to speak about important issues, and the topic of caring about our planet is one of them. The exhibition emphasizes that small changes can be extremely significant - adds Ewelina Sośniak.

IKEA touches the topic of caring for everyday products in a unique, eye-catching way - with the opening of the exhibition! The „Na Dłużej” exhibition will be opened to visitors from 30 November to 1 December this year from 12:00-20:00, in the former IKEA Meeting Kitchen at 61 Jerozolimskie Avenue in Warsaw.

After the exhibition, all the paintings will be put up for charity auction of the Polish Zero Waste Association. The income from the auction will be donated to support the „repair cafes” organized by the Association.

In addition, at [IKEA.pl/NaDluzej](https://ikea.pl/NaDluzej), one can find what IKEA knows about taking care of products, by exploring tips for particular activities. IKEA also encourages us to have a fun conversation with a chatbot about fixing, maintaining and even cleaning activities. In this way, the company wants to find out what's holding us back and what motivates us to take care of our home objects and environment. Chatbot works only in Polish, as the campaign takes place only in Poland.

It will allow us to learn what we can do better in order to involve people in prolonging product life activities and how we can improve the solutions offered to our customers in this area - comments Agata Czachórska.

More information about the "Na Dłużej" campaign and ideas on how to take care of home objects can be found at [IKEA.pl/NaDluzej](https://ikea.pl/NaDluzej) website.

IKEA's vision is to create a better everyday life for many people. We offer functional and well-designed home furnishings that combine quality and affordability. We operate in accordance with sustainability, implementing the People & Planet Positive strategy.

The Ingka Group * in Poland currently has eleven IKEA stores and five Order Collection Points, which are managed by IKEA Retail Poland. The Group also owns five shopping centers managed by Ingka Centers Poland and Distribution Center located in Jarosty near Piotrków Trybunalski, supplying 23 IKEA stores in Central and Eastern Europe. The Ingka Group owns six wind farms in Poland, which produce more renewable energy than the annual energy consumption associated with IKEA's operations on the Polish market.

In the financial year 2019, over 30 million people visited Polish IKEA stores, and the [IKEA.pl](https://ikea.pl) website had over 118 million visits.

* Ingka Group (Ingka Holding B.V. and its controlled entities) is one of 11 different groups of companies that own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres. Ingka Group, formerly IKEA Group, is a strategic partner and the largest IKEA retailer, owning and operating 374 IKEA stores and digital touchpoints in 30 markets, with 160 000 co-workers. These IKEA stores had 838 million visits last year and 2.35 billion visits www.ikea.com. The name Ingka is based on its founder's name, Ingvar Kamprad.

Additional information is provided by:

Agata Czachórska

Circular IKEA Project Manager, IKEA Retail Poland

Email: agata.czachorska@ikea.com

Urszula Żukowska

Senior Account Executive

Tel. +48 780 049 939

Email: u.zukowska@gardenofwords.pl