

## SocialBox.Biz and New Look Celebrate Hundreds of Tech Items Reused in 2025 Ahead of Earth Day

Tuesday 15 April, 2025

London, Tuesday 15<sup>th</sup> April 2025

SocialBox.Biz, a pioneering community interest company dedicated to sustainable tech reuse, and New Look, a leading British fashion retailer with a growing commitment to sustainability, have announced the successful reuse of hundreds of tech items in 2025.

This milestone underscores the strength of their ongoing partnership and comes ahead of Earth Day 2025 later this month, highlighting the positive role businesses can play in driving sustainability across the UK.

The reuse of technology is a vital method of preventing waste while increasing access to digital resources for vulnerable communities. New Look and SocialBox.Biz have worked together since 2021. Past contributions from the business included donations of laptops to the Laptops for Homeless Initiative, which benefits homeless individuals and refugees.

This year, New Look is again providing a range of functional tech – including laptops, tablets and other devices – from its stores and offices. SocialBox.Biz upgrades these devices with open-source software before redistributing them to vulnerable groups such as homeless individuals transitioning into housing, elderly pensioners and others who may benefit from access to digital resources.

SocialBox.Biz also provides tech-labs and training opportunities for individuals to enhance their digital skills.

**Peter Paduh, Founder of SocialBox.Biz said:** “We’re thrilled to have a long standing collaboration with New Look to turn old tech into new opportunities. Reusing hundreds of items already this year is a testament to what’s possible when businesses prioritize sustainability and community impact. As we approach Earth Day 2025, we’re calling on more companies to join us in making a difference.”

**Sue Fairley, Head of ESG, Quality and Sourcing said:** “Partnering with SocialBox.Biz enables us to extend the life of our technology while supporting underserved communities. We know first-hand how technology can be an enabler to growth, and we’re proud to continue to work with SocialBox.Biz. Reuse is a key part of our ‘Kind to Our Core’ strategy which guides our efforts to driving lasting, meaningful change at New Look.”

As Earth Day 2025 draws near, SocialBox.Biz and New Look invite other businesses to join their mission. Companies interested in donating old but usable tech can contact SocialBox.Biz to schedule a collection, ensuring their contributions help bridge the digital divide and protect the planet.

### ENDS

#### About SocialBox.Biz

SocialBox.Biz is a London-based community interest company that repurposes old but usable tech to support disadvantaged groups across the UK. Through its efforts, the company delivers significant social impact by reducing scope 3 emissions and enabling digital inclusion for vulnerable groups. For more information, visit: [www.socialbox.biz](http://www.socialbox.biz)

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#### About New Look

New Look is a leading fashion retailer operating in the clothing and footwear market in the UK, with a strong online presence and store estate. New Look offers products, and a shopping experience based on excitement, value and newness. The New Look brand is distinct and trusted in the UK, with strong sustainability credentials, catering to a broad customer audience.

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