

FAIRPHONE



Press Release

FOR IMMEDIATE RELEASE

Currys and Fairphone bring award-winning modular smartphone to UK market

- The iconic Fairphone 5 is now available on [currys.co.uk](https://www.currys.co.uk)
- Both brands prioritising replaceability as e-waste crisis continues

Amsterdam, the Netherlands, 15 August 2024 — Currys and Dutch social enterprise Fairphone have joined forces to make the sustainable and ethical smartphone, the Fairphone 5,¹ available to more UK consumers than ever.

The award-winning Fairphone 5 – the recent recipient of the [Global Mobile Awards](#) ‘Best Mobile Innovation for Climate Action’ award – is now available online at [currys.co.uk](https://www.currys.co.uk) with readers able to shop the range [HERE](#).

The partnership sees two brands that are committed to tackling the e-waste crisis come together to give consumers wider access to one of the most responsibly designed mobile handsets on the market.

The Fairphone 5 has been designed from the ground up, with sustainability and replaceability front of mind. Built with fair mined² and recycled materials, the phone harnesses a fully modular design with 10 replaceable modules, meaning any user can easily replace these parts if the phone gets damaged.

Cracked screens no longer mean it’s game over, nor do you have to fret if you damage the camera. Users can simply order affordable, plug-and-play spare parts online from [Fairphone.com](https://www.fairphone.com). This is on top of the device coming with a unique five-year warranty, and an industry-leading eight years of software support.

The partnership makes Currys the first major British electricals retailer to stock Fairphone devices sim-free and represents another pillar to the retailer's 'Long Live Your Tech' mission to cut down on e-waste production in the UK.

Launched in 2022, 'Long Live Your Tech' encompasses Currys' ambitious work to create a more circular technology industry. The retailer proudly owns the biggest tech repair centre in Europe, a 500,000 square-foot facility located in Newark, which powers the repairs, refurbishment or recycling of almost 3 million devices each year.

But, as with Fairphone, encouraging customers to repair a device before it is resigned to a dusty death in a cupboard drawer is always the first course of action. Each year, Currys' 1,000-strong team of expert technicians carry out over 600,000 customer repairs, fixing up devices that can't so easily be repaired at home.

Ed Connolly, Group Chief Commercial Officer at Currys, said: "We love amazing technology, but we know that we have to be mindful of our consumption: in the UK, we produce the second highest amount of e-waste per capita in the world.

"As part of our 'Long Live Your Tech' mission, we are working with manufacturers, such as Fairphone, who share our ambitions to create a more responsible technology industry. Harnessing these relationships means we don't have to miss out on amazing tech innovations but can enjoy them responsibly without being concerned by their environmental footprints."

Rutger Sneep, Chief Commercial Officer at Fairphone, said: "We're excited to partner with Currys to bring our brand of sustainable tech to everyone in the UK. Our partnership is a testimony of two companies taking responsibility by bringing you the most sustainable products on the planet. Our award-winning Fairphone 5 is made for people who care about the planet and do not want to compromise on features and design. It is now very simple for everyone in the UK to contribute to a better world. Change is truly in your hands."

To check out the Fairphone 5 at Currys visit:
<https://www.currys.co.uk/search?q=fairphone>

ENDS

¹The Guardian | [Fairphone 5 review: could this be the first phone to last 10 years?](#)

²What does this mean? Fairphone puts people first - every Fairphone 5 directly supports the people who made it with a \$2.63 living wage bonus. See [here](#) for more information.

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About Fairphone:

Fairphone is a pioneering leader in the ethical smartphone industry, committed to creating quality sustainable products as transparently as possible, challenging the status quo of the electronics industry. By prioritising fairness, environmental responsibility, and social impact, Fairphone aims to inspire positive change across the technology sector and beyond. Our latest device, the Fairphone 5, is described with the tagline 'Designed for you, Made Fair'. Fairphone 5 offers a 5-year warranty as well as software support until at least 2031 and contains fairly sourced materials, challenging the electronics industry to take a more responsible approach. Fairphone 5 is an electronic waste neutral smartphone and climate conscious, meaning that we combine CO2 avoidance, reduction and investment in Gold Standard carbon reduction projects.

- 5G and dual SIM
- Modular design for easy repair
- A 5-year warranty and long-term software support for maximum longevity
- A premium triple 50 MP camera system
- Made with more than 70% fair & recycled focus materials

The smartphone was launched in 2023 at a suggested retail price of €699 for 8GB RAM, 256GB internal memory. The three variants of the device are available in Europe from a wide distribution network of (online) retailers and network operators and Fairphone's website. To learn more about the Fairphone 5 click [here](#).

About Currys:

Currys plc is a leading omnichannel retailer of technology products and services, operating online and through 719 stores in 6 countries. We Help Everyone Enjoy Amazing Technology, however they choose to shop with us.

In the UK & Ireland we trade as Currys and in the UK we operate our own mobile virtual network, iD Mobile. In the Nordics we trade under the Elkjøp brand. We're the

market leader in all markets, able to serve all households and employing 24,000 capable and committed colleagues.

We help everyone enjoy amazing technology. We believe in the power of technology to improve lives, helping people stay connected, productive, fit, healthy, and entertained. We're here to help everyone enjoy those benefits and with our scale and expertise, we are uniquely placed to do so.

Our full range of services and support makes it easy for our customers to discover, choose, afford and enjoy the right technology to the full. The Group's operations include Europe's largest technology repair facility, a sourcing office in Hong Kong and an extensive distribution network, centred on Newark in the UK and Jönköping in Sweden, enabling fast and efficient delivery to stores and homes.

We're a leader in giving technology a longer life through repair, recycling and reuse. We're reducing our impact on the environment in our operations and our wider value chain and we aim to achieve net zero emissions by 2040. We offer customers products that help them save energy, reduce waste and save water, and we partner with charitable organisations to bring the benefits of amazing technology to those who might otherwise be excluded.