

Revolve - Scotland's national re-use quality standard

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We help consumers





Our goal is to increase the purchase of second hand over new. We do that by supporting second hand stores to appeal to a wider audience and sell more

Second hand should be a first choice.





Revolve aims to make it

**easier,
more inviting,
less daunting
and safer**

for the masses to shop second hand.

www.revolvereuse.com



Consumer attitudes to shopping second hand

March 2018

70% of people that do shop second hand choose to do so in a second hand store.

What would encourage those that don't tend to shop in second hand stores to do more of it?

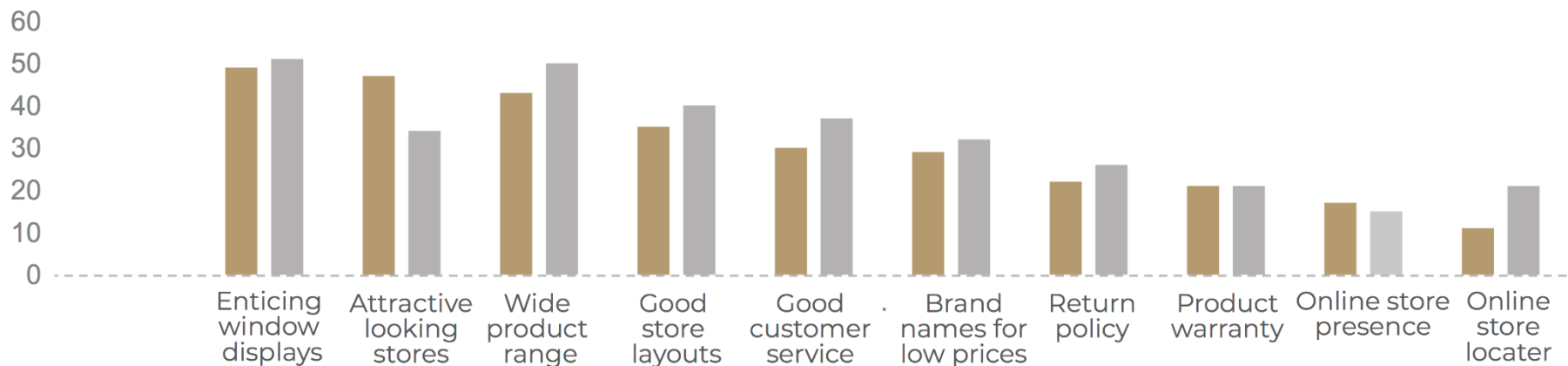
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Factors that encourage consumers to visit second hand stores



What consumers are looking for from a second hand store –

AKA The three Pillars of Revolve

HIGH QUALITY, GREAT VALUE GOODS			EXCELLENT SHOPPING EXPERIENCE				TRUST		
Products are safe	Good value	Large Choice	Kerbside Appeal	Easy to shop	Excellent Service	Exceed Expectation	Professional	Communicate brand Values	Additional benefits





DRIVING UP STANDARDS IN RE-USE



What's in it for stores?



- The programme supports stores to provide **high quality goods, a great shopping experience and professionalism** to grow their customer base and increase the sale of second hand goods.

Revolve Certification - Impact

Fyne Futures - “In the first three months of their new store being open, ReStyle have reported a 30% increase in trading.”

Edinburgh Bike Station – “The bike sold cards have increased consumer confidence and have enabled staff to use the Revolve certification as a sales tool.”





NEW £300*
NOW £30
STILL a great chair



EUROPE & SCOTLAND
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*As a re-use organisation our stock changes every week, so there is always something new to discover. Prices indicated are for illustrative purposes only. Scottish Charity No. SC 029154.



NEW £45*
NOW £4
STILL a great shirt



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