

Luke Hopkins
 (03) 9015 4055
luke@ecosium.com.au
<https://ecosium.com.au/black-friday>

Sustainable Furniture Company, Ecosium, Introduces a Black Friday and Cyber Monday Surcharge

Innovative sustainable furniture company Ecosium, is taking a unique approach to Black Friday and Cyber Monday, charging customers a 50% surcharge on all orders placed during those two days.

Melbourne, VIC, Nov 18 2022 — Ecosium Pty Ltd., sustainable furniture company, announced the Black Friday and Cyber Monday surcharge today in [a blog post on their website](#): *“In an effort to reduce excessive consumption and bring some awareness to this issue, we’re introducing a 50% ON Black Friday & Cyber Monday surcharge.”*

Ecosium is encouraging their customers to delay their purchase until the next day, to help take a stand – Ecosium’s founder, Luke Hopkins explains: *“Our mission is to end disposable furniture, and joining in with this rampant consumption is the opposite of what we are about. We think our customers will agree with us and we hope they’ll join us in this movement.”*

Started in the 1950s but gaining huge popularity in recent years, Black Friday and its newer sibling Cyber Monday, see thousands of online stores and increasingly bricks and mortar stores offer huge discounts on a range of popular items.

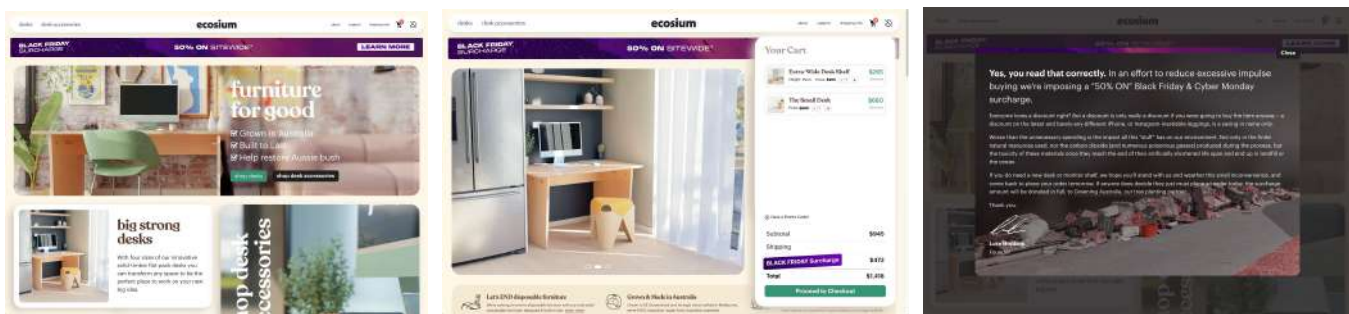
These discounts, typically ranging from 20-90% off the regular retail price, are often limited in time or stock quantity to create a sense of urgency, encouraging the public to buy in excess, but this excessive consumption comes at a cost:

“Shoppers don’t often think about the finite resources used to create the plastics and metals, or the emissions produced during manufacturing and transport, nor the toxicity of these products once they reach the end of their (often artificially-shortened) life span...”

“...the responsibility doesn’t just lay with the individual and this isn’t about laying blame, it’s about being honest about the situation we find ourselves in.”

Unlike most other retailers, Ecosium isn’t forecasting a huge spike in sales on these two days: *“We’re not expecting anyone is going to buy at the surcharge price, but if they do, we look forward to donating 100% of the surcharge to Greening Australia.”*

When asked about how the surcharge is expected to impact their revenue, Luke seemed unfazed: *“We’re confident our customers will stand with us on this but if we lose a handful of impulse purchases to bring awareness to this issue, it’s a price we’re happy to pay for a more sustainable future.”*



Surcharge preview images (above): <https://app.box.com/s/tqtd2xdfk09qfoam5a6lq0ivc6rbaig>
 Image Library: <https://ecosium.com.au/pr-library/>

About Ecosium Pty Ltd

Founded in 2020 by health food entrepreneur, Luke Hopkins, Ecosium is working hard to put an end to disposable furniture by creating a range of affordable flat-pack furniture designed and built to last a lifetime, made in Melbourne from sustainably grown Australian timber, and donating a portion of all proceeds to *Greening Australia* to help restore Australian forests and biodiversity. For more information, please visit ecosium.com.au