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## Ikea to offer mobile service

### Flat-packed phones?

by Amy-Mae Elliott published on 4 August 2008

Ikea has become the latest retailer to offer a mobile phone service.

The Swedish company, famous for its flat-pack furniture, has launched the Ikea-branded package to 1.4 million loyalty scheme members - and 9500 staff.

Ikea has teamed up with T-Mobile to become the latest MVNO (mobile virtual network operator) in the UK, competing with the likes of Asda and Tesco in the retail space and Virgin and Carphone Warehouse in the wider industry.

Ikea is describing the service as simple - it's a pay as you go scheme - that requires an initial £10 airtime purchase and says it helps when "every penny counts".

