

IKEA will Sell Clean Energy to Swedish Homes

“IKEA won’t just sell you smart lights it’ll soon sell you the electricity to power those lights, provided you live in the right country. Electrek notes that IKEA has revealed plans to sell clean energy to Swedish homes through a Stromma subscription service. Pay the as yet unmentioned fee and you’ll get certified solar or wind generated electricity with usage you can track through a mobile app.” reports Jon Fingas in Tech Crunch.

“The home furnishings giant didn’t say whether it would expand the clean energy sales to other countries, although it hoped to let people use and generate renewable energy in all our Ingka Group markets by 2025. The company already sells solar panels. The retailer is no stranger to eco-friendly efforts. It stopped selling non-LED lights and will soon drop non-rechargeable alkaline batteries.”

Read the article.