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For immediate release

CONSUMER ALERT: INNOFURN

InnoFurn is a Johannesburg-based online furniture retailer that sells home furnishings such as sofas, beds, and dining sets, while also offering custom design products. It operates mainly through online and social media sales, using upfront payments to secure orders.

The CGSO has received 10 (ten) complaints since August 2025, of which only 2 (two) complaints were resolved successfully. These complaints relate to non-performance and non-delivery of goods ordered with the supplier.

Section 46(3) of the Electronic Communications and Transactions Act 25 of 2002 (ECTA) provides that if a supplier is unable to perform in terms of the agreement on the grounds that the goods or services ordered are unavailable, the supplier must immediately notify the consumer and refund any payments within 30 days after the date of such notification.

Due to the number of complaints involving InnoFurn that remain unresolved, the CGSO urges consumers to be mindful of these risks when engaging with the supplier and to exercise caution. Consumers are urged to protect themselves when purchasing online by making informed decisions based on recent customer reviews and comments.

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About the CGSO

Established in 2013, the CGSO is an independent and accredited alternative dispute resolution scheme as defined in the Consumer Protection Act (CPA). Its accreditation derives from section 82 of the CPA, and its dispute resolution mandate from section 70 of the CPA. The services of the CGSO are free to consumers.

In addition to providing for a scheme of alternative dispute resolution as described in section 70 of the CPA, the CGSO's mandate includes raising the standards of good conduct in the industry; offering guidance to participants around the implementation of and compliance with the CPA; and educating consumers as to their rights and redress available to them should an industry member breach the CPA or the Code.