

refurbed Launch New Trade-in Service, Empowering Irish Consumers to Sell Their Phone and Combat E-Waste

- *Ireland's leading online marketplace for refurbished electrical devices now allows consumers to trade in their used phone in return for cash, helping minimise Ireland's levels of electronic waste and repurpose old tech.*
- *As the only refurbishment service in Ireland that caters to a wide range of smartphone models, the service provides an accessible way for consumers to be reimbursed for old devices.*

Dublin, 19th September 2024 – [refurbed](#), Ireland's leading online marketplace for refurbished products, has launched a new trade-in service, allowing customers to trade in their unwanted smartphones for up to €1,000.

The service is available for devices from eight leading manufacturers, including Apple, Samsung, OnePlus, and Huawei, fortifying refurbed's mission of promoting the circular economy and reducing the level of e-waste produced in Ireland.

To avail of this service, consumers can select the model they wish to sell on [refurbed.ie](#) and, based on the device's condition, refurbed makes an offer within minutes. A free shipping label is then provided by the company, and the phone is dispatched to one of refurbed's trusted and accredited refurbishers.

Kilian Kaminski, co-founder at refurbed said, *"We are delighted to announce the introduction of refurbed's Trade-in service, providing our customers with the option to effectively repurpose their old smartphones. Many households have a hidden stash of broken, unused, or unwanted electrical items. Irish consumers can play a key role in recycling these devices, helping give them a new purpose and recover the valuable raw materials they contain. Our production and consumption habits need to undergo serious change, and we hope this highlights to consumers how easy and beneficial it can be to participate in the circular economy."*

Recent research by WEEE Ireland highlights this significant issue: [one in eight people](#) in Ireland continue to dispose of small electrical items in household bins. Furthermore, an EPA study found that over [two-thirds](#) of recyclable waste, including valuable electronic

components, are improperly discarded in general bins. With [84%](#) of Irish households having an average of 15 to 20 broken or unused electrical items including countless phones left unused in households across Ireland, refurbed is making it more accessible for Irish consumers to responsibly dispose of their devices and receive quick compensation.

Speaking on the announcement, **Elizabeth O'Reilly, Head of Environmental Compliance from WEEE Ireland** said, *"We applaud refurbed for their innovative contributions to the refurbished technology marketplace that makes circular living an easy everyday choice for Irish consumers. Addressing the e-waste challenge demands a collaborative effort to keep materials, parts and devices out of landfills and in use for as long as possible. Refurbishment is one of many positive solutions from the electronics eco-design, reuse and repair landscape that helps us work towards a more sustainable economy."*

refurbed's environmental strategy is founded on measuring their environmental impact, reducing their negative impact on the planet, and financing environmental protection projects. To measure its environmental impact and increase transparency, refurbed developed an ISO 14040/44 verified calculation model alongside the Fraunhofer Institute, enabling them to quantify the emissions and output of products sold via their marketplace. On average, a refurbished smartphone saved 83% CO2 emissions, 89% virtual water and 77% of electronic waste.

Every product sold through refurbed's marketplace undergoes a rigorous refurbishment process of up to 40 steps, including data erasure and return to factory setting. Each device comes with a 30-day free trial and a minimum 12-month warranty, to avoid potential risks for customers.

The refurbishment process is continuously monitored and refined, setting a higher benchmark for quality in the refurbished tech industry. refurbed's commitment to meeting meticulous standards for social and environmental responsibility and transparency has led it to its recent achievement of B Corp certification, joining other forward-thinking businesses in Ireland working towards collective action to address society's critical challenges. To date, refurbed has saved over 270,000 tonnes of CO2, 900 tonnes of e-waste, and 94 billion litres of water since its founding in 2017, and has planted over 6.6 million trees.

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About refurbed: refurbed is the leading online marketplace for refurbished products in Ireland, and the fastest growing in the DACH market. Founded in Vienna in 2017 by Peter Windischhofer, Kilian Kaminski and Jürgen Riedl, refurbed now employs almost 300 people. refurbed offers professionally refurbished and more sustainable products with a minimum twelve-month warranty. The marketplace's range includes more than 18,000 products up to 40% cheaper than buying new - from smartphones, laptops and tablets to household appliances, e-bikes and sport accessories. refurbed is currently active in eleven countries: Ireland, Austria, Denmark, Germany, Italy, Sweden, the Netherlands, Belgium, Finland, The Czech Republic and Portugal.

refurbed's mission is to sustainably change consumption by creating additional life cycles for existing products, allowing customers to *Rethink New*.