

# “They’ll take it all, for free!”

Hang on a second – they’ll take all your used electronics, for free? We all know “free” isn’t a viable business model and there are other vendors who want to charge a fee to take your used equipment, so what’s really happening here that they aren’t telling you?

Well, it could be that your pile of used electronics actually has a net positive value, and they are simply keeping your remarketing dollars for themselves.

It could be that they’re going to pick out the good stuff and cut corners with how they handle the junk that contains hazardous materials and your residual data, risking your brand equity in the process.

Or it could be that your used electronics are going to end up as e-waste, illegally imported into some third-world country, either directly from “free guy” or one of their “downstream guys” that they’ll use in the process.

Sure, you want to get that stuff out of your storeroom, but it’s got to be done responsibly and sustainably. “Free” on the front end doesn’t mean it won’t end up costing you on the back end.

## So...how do you know we aren’t one of *them*?

How do you know that your data is going to be protected? That harmful materials are going to be safely contained? And that recoverable materials are actually recovered and recycled? How do you know your used electronics are being reused and recycled in ways that protect your brand equity and won’t harm people or the environment?

## Our R2 Certification is how you know.

R2 sets the standard for responsible reuse and recycling practices, including data security, environmental protection, resource preservation, and the health and safety of workers. We’re proudly an R2 Certified facility, which means we’re held to that higher standard for how we handle your used electronics, including independent audits as part of the process. And that’s how you can be confident that your brand is protected when entrusting your electronics to us.



## Verify our R2 Certification



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