

Media information

Tuesday, 12th November 2024

Smart Circular Economy

Automated smartphone buyback: Interzero and GET-RE transform the smartphone resale market with ReBox

+++ Groundbreaking partnership: Leading IT refurbishment expert and technology start-up join forces on an AI-powered solution

+++ ReBox offers consumers a fast, fully automated way to sell their used smartphones

+++ AI-driven terminals in retail stores evaluate old devices' worth in just minutes

Berlin/Tel Aviv.

Driving innovation in the reuse process: Interzero, a leader in circular economy solutions for refurbished electronics, and the Israeli start-up GET-RE are launching ReBox, an AI-powered solution that simplifies the resale of used smartphones. "The ReBox project is more than just a new technology; it's an essential step toward a more sustainable future," says **Jan Höschel, CEO of Interzero Product Cycle**. "ReBox gives smartphones a second life while offering consumers a quick, secure, and convenient sales experience." Extending product life cycles is a crucial part of conserving primary resources. ReBox contributes significantly to environmental sustainability.

Estimates by the digital association Bitkom suggest there are over 200 million unused smartphones and mobile phones stored in German households alone. With ReBox, returning these devices to the market is now easier and rewarding. At autonomous terminals equipped with advanced AI scanners, customers can securely determine the value of their smartphones in just a few simple steps. Within minutes, they receive a value voucher. Collected devices are then professionally refurbished, resold, or responsibly recycled by Interzero.

Interzero manages the entire ReBox operation, including device collection. As a certified service provider, the circular economy expert handles data erasure, refurbishment, and remarketing of smartphones in full compliance with rigorous security and sustainability standards. This process is fast, user-friendly, and requires no additional staff support from retail partners.

With this innovative project, the partners aim to expand the smartphone resale market: by providing a low-barrier solution right where consumers shop, the climate-friendly trade-in of old devices becomes accessible to a wide audience. "Our vision is to use technology to solve real-world problems, and our partnership with Interzero is helping us bring that to life," says **Itzik Chayun, CEO of GET-RE**. "ReBox offers a simple, sustainable way for customers and

retailers to trade in smartphones for value while supporting global sustainability goals. It's a win-win solution for all."

For more information about ReBox, please visit:

<https://www.interzero.de/en/services/take-back-systems/smartphones/rebox/>

About Interzero:

Interzero is a leading service provider of closed-loop solutions for product, material, and logistics cycles, as well as an innovation leader in plastic recycling, with Europe's largest sorting capacity. Guided by the vision of "zero waste solutions", Interzero supports over 50,000 clients across Europe in responsibly managing resources, helping them to improve their sustainability performance and conserve primary resources. With approximately 2,000 employees, the company generated over one billion euros in revenue in 2021. Interzero's recycling activities in 2023 alone saved 1.2 million tonnes of greenhouse gases and 11.1 million tonnes of primary raw materials. As a pioneer in the circular economy, Interzero has been awarded the German Sustainability Award 2024 and the associated special award in the "Resources" transformation field. For more information, visit www.interzero.com.

About GET-RE:

GET-RE, an Israeli high-tech company, has developed ReBox, the world's most advanced in-store trade-in kiosk. Designed to set a new standard in mobile phone trade-ins, ReBox is a comprehensive ecosystem combining powerful AI, cloud-based infrastructure, and seamless integration into the customer journey. Our vision is to make ReBox a defining presence in the trade-in market, offering retailers a unique, efficient, and customer-centric solution that elevates the in-store experience and drives sustainable business growth.

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