

## PRESS RELEASE

# **asgoodasnew - the German Pioneer of Consumer Electronics in the Circular Economy - joins the European Refurbishment Association (EUREFAS)**

**Berlin, 10<sup>th</sup> December 2021 - asgoodasnew, the German pioneer of refurbished consumer electronics in the circular economy, joins the European Refurbishment Association. EUREFAS established in 2021, includes in its membership base, the major players of the European refurbished electronics industry. The aim of asgoodasnew and EUREFAS is to build a greener world, to speak up for the right to repair and to request European governments and institutions to share and actively support this vision.**

**Daniel Boldin, CEO of asgoodasnew** says: “In times when European governments, institutions and corporations are aiming to substantially reduce carbon emissions and when international manufacturers are facing more and more difficulties to find raw materials for their production, asgoodasnew and other EUREFAS members are offering smart and ready-to-use solutions to significantly reduce the environmental footprint.”

The lifecycle of an iPhone 12 generates for example 70 kg of carbon emissions - 83% thereof in production and another 2% for the transport from Asia to its final destination.

Founded in 2008, asgoodasnew operates in Germany, Austria, France, Spain, Italy, and Poland. To date, the company has helped already over 1,000,000 customers throughout Europe to impact their ecological footprint by finding a new home for their preloved gadgets or helping them purchase a fully tested, refurbished device with a free 30-month warranty. Each of its reconditioned and resold iPhones, laptops, tablets, cameras, smartwatches, and Wi-Fi speakers, save up to 50 kg of CO<sub>2</sub> compared to the new production of a corresponding gadget, thus tallying to a total CO<sub>2</sub> savings impact of more than 50,000 tons of carbon emissions to date - and the European demand for more sustainability is growing rapidly.

**Augustin Becquet, President of EUREFAS** says: “Together with EUREFAS, asgoodasnew is representing the growing European refurbishment industry. We are incredibly happy to join forces with one of its leading players. Jointly, we will speak up for a dramatically rising base of customers that aim to get access to more sustainable products and consumption.”

Headquartered in Brussels, EUREFAS aims to further accelerate the development of the circular economy and the number of refurbished devices, by raising consumer awareness, enhancing industrial collaboration, and promoting the joint vision of its members to the European governments and institutions.

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**About asgoodasnew:** ([www.asgoodasnew.de](http://www.asgoodasnew.de))

Founded in 2008 and based in Germany, asgoodasnew is a European circular economy pioneer for premium consumer electronics products, such as smartphones, tablets, MacBooks & iMacs, cameras & lenses, smartwatches and other valuable gadgets. Working from offices in Berlin and Frankfurt (Oder), the company covers the entire value chain of the

European re-commerce market. Through its own sourcing, operations, and sales platforms, asgoodasnew has developed a unique vertical business model with extensive technical know-how and direct access to millions of end consumers. To date, asgoodasnew has helped over 1,000,000 customers throughout Europe to impact their ecological footprint by finding a new home for their preloved gadgets or helping them purchase a fully tested, refurbished device.

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**About EUREFAS:**

The European Refurbishment Association (EUREFAS) aims to represent the IT refurbishment sector, in particular smartphones, including high-profile companies operating on technology, buyback, refurbishment, and sale of second-hand high-tech devices. The association's main mission is to build a circular economy and to advocate and promote the interests of the sector across the European Union. EUREFAS is driven by sustainability values and aims to play a significant role in shaping a greener world.