

## Swapkit encourages electronics recycling

Swapkit, an innovative electronics trade-in and recycling venture, encourages consumers to return old mobile phones, iPads, iPods and selected tablets and receive a voucher that can be used to upgrade to something new. Pure Distribution, a South African based telecommunication distribution company, makes the offer available exclusively at all Incredible Connection stores nationwide.

Colin Williamson, MD at Pure Distribution says, "We are pleased to have joined forces with Incredible Connection. So often old devices tend to be handed down for years or simply find homes in the bottom of drawers that are hardly ever opened. Being able to offer credit back for old devices is an opportunity we hope to continue and grow with Incredible Connection in the future."

The software system seamlessly evaluates the second-hand product, while conducting a security check to make sure the product hasn't been stolen and delivers an instantaneous credit value back to the consumer less than five minutes.

Incredible Connection's acting CEO Stefan Marnewick said, "We are delighted to be working with Pure Distribution and look forward to offering our consumers the service. It will afford our customers the opportunity to be remunerated for their older electronic devices and the opportunity to upgrade to newer technology. By trading in old technology, customers will effectively be recycling as the old technology will be refreshed for distribution into other countries."