



PRESS RELEASE

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Credit crunch drives greener IT

A local IT disposal company is experiencing a welcome boost to business despite the recent economic downturn as more & more companies look to recycle & make money from their end of lifecycle computer equipment.

Tier 1 Asset Management, based in Whitefield, deals with the whole range of corporate IT equipment. The company employs 45 people in Manchester and has clients all over the UK.

Over the last 4 months, Tier 1 has seen significant growth in the number of companies contacting them to dispose of their old equipment in a secure and ethical manner, or to buy ex-corporate, refurbished technology for re-use rather than costlier, brand new equipment.

“In the past, most of our core customers have come to us as an all-in-one IT disposal solution that guarantee secure data erasure and to make sure they comply with complicated environmental legislation”, says Jon Selby, Tier 1’s Marketing Manager. “Increasingly, we are being approached for all of this but also for our ability to turn an unwanted problem into valuable revenue.”

“In the Tier 1 business, 73% of all products we handle are re-used in their original form. They are either resold, redeployed back into the organisation they came from or donated to our charity partner,” says Selby. “The remaining 27% is recycled, but nothing ends up in landfill.”

“For most of our clients, getting rid of their old kit doesn’t actually cost them anything because the value of the resold equipment pays for the cost of our services. What’s more, for over 80% of our clients the service is not only free but we actually give them money back. In this way, we can become an unexpected revenue generator.”

Tier 1 beat off stiff competition recently from global companies to be awarded the market leaders title at the European Green IT awards and to be crowned ‘Best WEEE Partnership’ winners at the recent Valpak 2008 ceremony.

“We think that in both cases the judges liked the innovative way that we approach the issues of IT disposal and the sensitive way we handle data security, WEEE legislation, hazardous waste, duty of care and at the same time

boosting corporate social responsibility,” Selby adds, “and if helping firms to save & make money helps to drive greener IT then we’re all for it.”

For more information visit www.tier1.com

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Tier 1 Asset Management Ltd Profile

Tier 1 Asset Management Ltd is a leading UK company specialising in managing the disposal and remarketing of redundant IT equipment, handling some of the largest and most sought-after projects in the country. Within a secure, ethical and environmentally sound framework, Tier 1 place emphasis on re-use solutions that extend the life of redundant IT equipment in its original form as far as possible before looking for a recycling solution. This attitude helped Tier win a 2008 Green IT Award for Market Leadership. The company is authorised by HM Government to handle data classified up to and including ‘SECRET’ and is both INFOSEC 5 and ISO9001 accredited. Tier 1’s attitude to the environment underpins the business as a whole and is demonstrated through both ISO 14001 certification achieved in February 2006 and prestigious ICER-accredited WEEE Recycler status granted in January 2007.

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