



## **Tier 1 re-marketing capabilities.**

Tier 1 are proud to declare that 73% of all items handled by Tier 1 are re-used in their original state and the remaining 27% is recycled, meaning that the less than 1% that goes to landfill only consists of the by-products from the recycling process.

Tier 1 fully supports the principles and directives outlined in the WEEE Legislation, and our commitment to re-use over recycling is born out by our statistics. Our fully-auditable and verifiable process ensures that WEEE, Data Protection, RoHS and Environmental Regulations are all complied with, and to this end, Tier 1 are an ICER accredited WEEE refurbisher. As part of our commitment to re-use, Tier 1 partner leading IT charity Digital Links International to ensure that IT assets can be re-used in the developing world, and we provide impact reports for donors to identify who, where and what projects their retired equipment is being used on. Considering that 75% of the environmental cost of a PC is expended before it is switched on for the first time (eg extraction mining, processing, manufacture and distribution) it is clear to see why so much relevance from Tier 1's ethical point of view is placed on re-deploying used assets.

## **Re-marketing and re-use channels**

Tier 1 has a number of established re-use and re-marketing channels that combine to allow us to offer some of the highest revenue returns and most effective CSR impacts to our clients in the industry.

Assets that are economically viable for resale and are deemed to be in a suitable condition for resale, following the testing process go down one of the following Tier 1 remarketing channels via a multi disciplined, professional sales team, specialising in selling to:

- End users
- Trade
- Business to Business (B2B)
- Business to Employee (B2E)

### **End users**

We regularly market to an opt-in database of almost 70,000 Tier 1 customers to attract them to our online store at [www.tier1online.com](http://www.tier1online.com). As the largest UK seller of laptops in the UK on eBay, in addition to having an intricate and in-depth knowledge utilising this channel to re-market other IT and consumer electronic equipment, this allows us to collect e-mail addresses of new Tier 1 customers to help us continually grow this database and drive repeat business to our e-commerce facility without having to pay eBay fees, thus enhancing revenue return.

Our eBay statistics tell the story themselves, with well over 50,000 positive ratings at 99.3% satisfaction. Our analytics show that in a typical month there are over 4500 individual sellers selling laptops in a 30 day cycle on eBay UK. Tier 1 invoice 5% of all laptop sales revenue, far and away the biggest in the UK, and on a completely different level of volume to any other asset management company. By selling so many laptops directly to consumers, we have an ideal view of the marketplace. We don't have to flood the market, and by being able to assess what people will pay, we don't need to be dictated to by the Trade.

### **Trade and B2B**

Trade sales form another one of Tier 1's re-marketing channels, and we have an established Product Sales Division that both manage accounts and generate new business to the second-user IT and the SME markets . Although this channel is an important one to Tier 1, the vast majority of our product is re-marketed direct to end users in order to maximize revenue return, as opposed to selling in bulk and therefore lowering prices and returns.



## **Employee purchase schemes**

Our online e-commerce store is also used for our employee purchase schemes that allow our clients to concentrate on their core business while their employees are able to buy their company's end of life IT safely and without any risk to their employers.

Tier 1 provide a bespoke landing page to go on the client's own internal intranet system, fully configured with logos, colours and specific branding, providing a seamless link between their intranet site and the Tier 1 shopping portal. The client is given a unique promo code for staff to use at checkout which also provides a 9% discount off prices of all goods in the store, as well as ensuring that the agreed price for their own products is adhered to.

In addition to testing, cleaning and upgrading equipment to enhance the product on offer, Tier 1 can also provide a range of peripherals and brand new, branded lifestyle consumables, direct from manufacturers, to make an altogether more saleable package and offer even greater choice and value to your staff

## **Tier 1 accreditation, awards and industry membership**

- HM Government List X accreditation
- HM Government Infosec Standard 5 – Government approved data security standard
- Cabinet Office listing in HM Government Catalogue of Security Equipment (SEAP approved)
- Compliance with Infosec Manual S
- Processes and Standards as approved in HM Government 2007 Manual of Protective Security
- ISO 14001 Environmental Management Standard. Certificate number EMS 86615
- ISO 9001 Quality Management Standard. Certificate number FS517045
- 2008 European Green IT Award winners, category 'Market Leadership, driving change in green IT.'
- 2008 Valpak Award Winners, category 'Best WEEE Partnership.'
- ICER (Industry Council for Electronic Equipment Recycling) Accredited WEEE Refurbisher
- Data Controller, Registration Number: Z4578499