



Press Releases

E-mail address

Password

[Forgotten Password](#)

[Press Releases - IMRG](#)

[Press Releases - Members](#)

[IMRG In the Press](#)

[Back](#)

Date: 23 February 2011

Buy-force™ goes B2C

iForce, the UK's leading specialist outsourced logistics operator, is developing its Buy-force™ website (www.buy-force.com) further so as to be an effective B2C (Business to Consumer) platform for the sale of individual refurbished returns as well as end of line and excess stock for new clients and iForce's existing partners.

Since 2008, the Buy-force™ B2B (Business to Business) auction web site has been providing onward sales for iForce's existing clients and finding disposal paths for tranches of stock by the pallet - in excess of 400 a week - whether they be unrefurbished, end of line or retailers' excess.

Buy-force's™ current broad customer base is predominantly wholesale but with the site metamorphosing into a B2C direct selling channel, supported by iForce's efulfilment operations, the company expects significant growth in B2C traffic. In addition, the platform will sell through eBay and Amazon.

iForce is currently in the process of establishing with one of its existing clients its own direct outlet and will manage the efulfilment element of this. This client will gain a 'shop window' on the Buy-force™ site. Expecting significant growth in this activity iForce plans to develop a 'shopping mall' of client shop windows on the site.

Using this service, retailers and manufacturers gain from extending the sales life of products even after they have been replaced by new models; whether it's down to features or price - there is always a reason somebody will wish to buy this model in the years to come.

Mark Hewitt, CEO of iForce comments: "This development, whilst undoubtedly exciting for us, marks a continuing evolution of the services that we are able to offer our clients in the area of returns processing, refurbishment and remarketing. As a result, the introduction of a B2C capability of BuyForce was inevitable.

Additionally, we are able to utilise our SMaRT system, deployed throughout our business to service our own on-line retailer clients, to allow us to manage these new B2C sales in a highly efficient, speedy and accurate manner, thereby offering our new customers an excellent product with great service at a discount price. By providing customers with a good experience when buying a 'tier 2' grade product they very often in the future upgrade and buy a new, latest product from the brand."

ENDS

www.iforcegroup.com

Editor's Notes:

iForce is one of the UK's leading e-fulfilment and returns logistics businesses, offering end-to-end solutions to their clients' business challenges. Founded in 1998, iForce has pioneered the development of traditional fulfilment skills, processes and technologies for the e-commerce world. iForce's other services include strategic planning & consultancy for e-retailers, e-analysis, stock management, customer service and logistics. iForce has approximately 500 staff and over 1.1 million square feet of warehouse space in six UK locations serving the UK and Continental Europe. Clients today include: John Lewis Direct, Sainsbury's, Boots.com, Fortnum & Mason and Habitat for e-fulfilment, Tesco, Screwfix and House of Fraser for Reverse Logistics and Greene King and Bentley for Direct Marketing.

Buy-force™ is the leading multi-channel retailing solution for onward sale of all types of raw customer returns, de-ranges, over stocks and end of line products. It sells single and bulk pallets to B2B customers across all market sectors. It is an established ebay seller and has been trading successfully since January 2008.

Buy-force provides a number of services for B2B Customers. The site provides the platform for customers to bid and buy top brand products at discounted prices. Each pallet listed has a full manifest, enabling customers to bid on actual pallet items available. Payment is made through our secure payment processing service, for both customer and client security.

iForce's 105,000 sq ft Sallley returns processing site, located near the centre of Birmingham, employs over 100 people.

Sallley has been processing returns for the past 8 years. Handling £250m worth of returns or 4m items annually. iForce has built a relationship with over 700 suppliers, jobbers, outlets stores, electrical refurbisher's and certified destruction/recycling operators, and deal with 80,000 SKU's on a daily basis.

iForce Trading Ltd is a new business within the iForce Group. It is responsible for adding value to the company's existing reverse logistics offering through a service that will refurbish and remarket clients' returned products. This service, which is the first of its kind in the outsourced logistics sector, will be offered to new clients and as an embedded service to existing iForce clients.

iForce Media Contacts:

Ross Matthews or Lloyd Arkill
 Arkill Matthews Allen Ltd
 Tel: 01923 770 455
 Mob: 07711 347 701
 Email: ross.matthews@amapr.com

Company Contact:

Mark Hewitt, Chief Executive Officer – iForce
 Tel: 01932 310 260
 Email: MHEWITT@iforcegroup.com

- [Home](#)
- [News](#)
- [Industry Statistics](#)
- [International](#)
- [Country profiles](#)
- [e-Commerce Awards for Excellence 2011](#)
- [Top 100 Hotshops List 2011](#)
- [Events & Forums](#)
- [Members Update](#)
- [Monthly Review](#)
- [IMRG Membership](#)
- [Member Benefits](#)
- [Press Releases](#)**
 - [Press Releases - IMRG](#)
 - [Press Releases - Members](#)
 - [IMRG In the Press](#)
 - [Archive](#)
- [Industry Reports](#)
- [Comment](#)
- [White Papers](#)
- [Member Directory](#)
- [Suppliers Directory](#)
- [Regulatory Affairs Forum](#)
- [Webinars](#)
- [IMRG Reports For Sale](#)
- [MCJIC](#)

