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iForce launches new service to refurbish returns

Submitted by [Chloe Rigby](#) on December 10, 2010 – 10:27 am [No Comment](#)



Outsourced delivery specialist [iForce](#) has launched a new arm to refurbish and resell returned goods ‘as new’ on behalf of its clients.

The company’s new refurbishment and remarketing arm, thought to be the first of its kind in the sector, sets out to return a returned product to the same standard as when it was made. It will then be reclassified, given a new serial number and sold with an iForce guarantee – thereby making sure it does not reenter the service loop of the original manufacturer or retailer. The service is primarily aimed at

those selling consumer electronics as well as high-tech goods.

Benefits to iForce clients include a greater financial return as well as greater insights into the reasons for returns.

The new business extends a returns service that currently includes a dedicated iForce returns centre in Birmingham and returns processing at dedicated client facilities. Currently returned items are disposed of through channels including bulk sales through iForce's business-to-business website www.buy-force.com. Now, however, individual items can be sold to online shoppers through the site.

Mark Kiteley, who heads the new business, said: "Up to 85% of all returned product can be refurbished and remarketed making this very environmentally friendly and sustainable for both us and our clients. The product leaving the refurbishment process is as good as new. The end customer gets a bargain – at least 20% discount on high street retail prices – and still receives the same consumer protection provided by any retailer, such as the Distance Selling Regulations and the Consumer Protection Act."

Mark Hewitt, chief executive of iForce, said: "The new services add further value to our specialist logistics operations as we can take return stock from any customer then catalogue, sort, refurbish and remarket it. In addition to offsetting the cost of the returns process this will deliver even greater margin straight onto the client's bottom line."

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