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Website link-up puts old mobiles to good use

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A LANCASHIRE mobile phone recycling company today announced it was linking up with the UK's first charity and community exchange website, FRESHTIES.com.

ShP Solutions, based in St Leonardsgate, Lancaster, says the UK is quickly being turned into a "mobile graveyard" as consumers are very keen to keep up with the latest phone trends.

The company pays market-leading prices for companies' phones, recycles or



EXCITING: ShP's Simon Walsh

refurbishes them and sells them back into other telecoms markets.

Many customers choose to donate the

market value of the phones to charity. ShP makes its money from the increased value of the phones after they are refurbished and sold on.

FRESHTIES.com, an online portal that allows charity and community groups to reach a mainstream audience using web networking features, is joining forces with ShP to target potential visitors looking to stage a collection of old handsets to raise funds for charity.

Simon Walsh, ShP's marketing director, said: "You only have to look at the huge positives FRESHTIES has achieved in such a short space of time to realise that it makes sense for companies such as ours to partner up.

"We are glad to be joining at such an exciting stage and really hope that we can deliver benefit to the charities and community groups who already have a pres-

ence on the site." The two firms also aim to increase awareness of the new legislation called the The Waste Electronic and Electrical Equipment directive which will control the disposal of all telecommunications equipment, large and small household appliances, IT equipment, radio and audio equipment and electrical tools.

Ashish Poddar, who runs FRESHTIES.com, said: "This is yet another huge leap forward for FRESHTIES.com and we are in discussions with a number of other companies in order to be able to give even greater assistance to our charity and community group stakeholders that play a part in our site.

"This partnership is timely given environmental issues are high on the current political agenda".