

20:20 Mobile To Shake Up Cash For Old Mobiles Market With Launch of Phonerecyclebank.com

North-West based 20:20 Mobile, has announced the launch of a new consumer mobile phone recycling brand - phonerecyclebank.com. The new site, which has been developed in-house by 20:20, will provide higher payments for old mobiles by utilising industry partnerships and channels to maximise resale values.

James Browning, UK Managing Director of 20:20 Mobile said; “The cash for old mobiles market has been going for a number of years and consumers now know that they can receive a payment for old handsets. The problem is that many of the companies are not experts in the mobile market and consumers are therefore disappointed with the values they are actually offered. “

He continued; “By entering the market we are putting the knowledge and expertise of 20:20 behind phonerecyclebank.com. Our unique relationships with manufacturers and our worldwide channels to market mean that consumers will get the best deal with more cash in their pockets.”

Phonerecyclebank.com will be promoted through on and offline channels as well as through partnerships with leading consumer and business to business organisations.

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