



Foxway responds to market demand by launching a Circular Platform for retailers and Telcos

Foxway continues to strengthen its position at the forefront of the circular tech market by announcing the development of a Circular Platform for Retailers and Telcos including features as an AI-powered multi-vendor trade-in platform, set to launch in 2026. The platform marks a significant step in Foxway's long-term ambition as platform provider to enable smarter, more transparent, and more scalable trade-in solutions across Europe.

The new platform is a direct response to clear customer asks. Across retail, telecom, and enterprise environments, customers are increasingly seeking a one-stop partner for device trade-ins — one that simplifies complexity while supporting a broader range of product categories. At the same time, store employees and frontline staff need tools that are intuitive, fast, and reliable when assisting end users with trade-ins.

- “Foxway Circular Platform is designed to meet growing market needs head-on. It will support not only mobile devices but also laptops, other consumer electronics, and additional device collection initiatives. By expanding the product scope while maintaining a strong focus on quality and control, we aim to make trade-ins easier to manage without compromising accuracy,” says Patrick Höijer, CEO at Foxway.

A key differentiator of the platform is its integrated AI-based visual and functional grading engine, combining advanced visual assessment with Apple diagnostics, enabled through Foxway's role as an Apple Authorized Trade-In Kit Technology Provider. Built on years of investment in AI-driven device condition identification, the technology is designed to increase grading accuracy and transparency, significantly reducing the risk of misalignment between partners and consumers. This enables more predictable outcomes, clearer pricing, and smoother collaboration across the trade-in value chain.

As part of its strategic approach, Foxway will remain true to its deep expertise in mobile devices, while partnering with specialized service providers to support additional product groups. One of the first partners backing the platform is MySWOOOP from Germany, a company with extensive experience in multi-category trade-in capabilities. The collaboration reflects Foxway's commitment to building a strong, ecosystem-driven platform rather than a closed, single-vendor solution.

- “This isn't a closed, single-vendor solution—it's a platform built for partnership. By combining Foxway's mobile expertise with specialist capabilities from companies like MySWOOOP, we're creating a secure and scalable trade-in ecosystem that drives circularity and enables trackable ESG contributions across Europe,” says Patrick Höijer.

With the launch planned for 2026, the AI-powered multi-vendor trade-in platform represents Foxway's next step in advancing circularity across Europe.

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Foxway is a leading provider of circular tech solutions, helping organizations integrate sustainability into their tech use. With a vision to become the world's best as-a-service company enabling circular tech, Foxway supports large enterprises, the public sector, and resellers across Europe. Headquartered in Sweden and active in eight countries, the company has grown rapidly since its founding in 2009, now generating over SEK 8.3 billion in annual turnover with 1,000+ employees.

Learn more at www.foxway.com.