

PRESS RELEASE

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mResell contributes real operational data as Refurbed verifies the environmental benefits of refurbished products

mResell has hosted Refurbed for a site visit as part of the recertification of Refurbed's environmental impact calculation model. mResell was one of two partners selected for the work, which aims to give consumers a more accurate picture of what refurbished products save.

The visit took place at mResell Holding AB ("mResell"), one of Europe's leading players in circular IT and refurbished IT products, and was carried out by the Austrian company Refurbed GmbH ("Refurbed"). Refurbed's calculation model, developed together with Fraunhofer Austria in 2023 and 2024, shows that a refurbished smartphone, tablet or laptop on average avoids 80 to 85 percent* of the CO₂ emissions compared to a new one.

During the visit, Refurbed mapped where environmental impact occurs in mResell's operations, from sourcing, energy use and spare parts to every stage a device passes through before it gets a second life. The work concludes with one more site visit together with an external auditor, as part of the independent verification. The updated results will give consumers more precise information about the environmental benefit of the specific product they choose.

"Credible environmental figures have to be based on how refurbishment actually works. That is why opening our doors to Refurbed was an obvious choice for us. As volumes grow and automation increases, accurate measurement becomes even more important. We are proud to help ensure that customers get an honest picture of what a refurbished purchase saves," says Mathias Linder, COO of mResell Holding AB.

* Source: Refurbed, average for smartphones, tablets and laptops. The calculation model was developed with Fraunhofer Austria and audited according to ISO 14040/14044. <https://productfootprint.app/en/>

About mResell

mResell is a leading player in the refurbishment and sale of pre-owned IT products. The company operates in 16 countries and has served more than 300,000 customers. Through a proprietary, data-driven platform, mResell optimises sales in real time to maximise margins, accelerate inventory turnover and enable continued growth in the circular economy.

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