

# BackMarket

## Back Market Launches Certified Renewed Collection of Refurbished Electronics from Leading Brands

*Top device manufacturers team up with marketplace to sell officially tested and certified refurbished electronics*

**June 29, 2021 - NEW YORK** - Back Market, the leading global marketplace for refurbished electronics, today announced its Certified Renewed collection of electronics refurbished directly by top brands. The devices in the collection are guaranteed to have the highest level of quality at the best price.

The [Certified Renewed collection](#) currently features twelve top consumer electronics brands, and growing. Devices vary by manufacturer, but include items typical to the marketplace including smartphones, laptops, audio and more. Certified Renewed electronics have been refurbished directly by the brands that originally manufactured them or one of their authorized affiliates. That means that they come with official accessories and packaging, as well as the reassurance that these devices meet manufacturer quality standards perfectly. In addition to the quality consumers have come to associate with the brands, each purchase will come with Back Market's standard 30-day money back guarantee and 1-year warranty.

"These brands are clearly recognizing the importance and interest in refurbished, and we are thrilled to be partnering with them and providing this offer to Back Market customers," said Serge Verdoux, Chief Commercial Officer at Back Market. "This is a great opportunity for those who may still be on the fence about refurbished to give it a try, as they will be hard pressed to spot the differences between these and new items."

"Sennheiser is a proud partner of Back Market's Certified Renewed program. We were eager to partner with Back Market because of how they are redefining the sales experience for refurbished consumer electronics. We saw this as a unique opportunity for us to reach new customer profiles," said Jerome Adams, Head of eCommerce Americas at Sennheiser.

Other renewed electronics sold on Back Market have been tested, refurbished and cleaned by independent refurbishers. These don't usually come with original accessories or packaging, but are still guaranteed to have perfect functionality. Customers will also have the ability to choose the appearance of these devices (Excellent, Good, Fair) vs. Certified Renewed devices that always appear like-new.

Back Market offers the best deals on certified refurbished electronics, and an eco-conscious way to enjoy the electronics we love. Producing a single new smartphone takes more than [44 kg of raw material, and creates more than 56kg of CO2](#). E-waste is the most toxic waste we

produce. It comprises [70% of toxic waste in our landfills](#), inevitably contaminating groundwater - slowly poisoning the ecosystems that support life. It is also the fastest-growing source of waste, expected to hit [120 million tons by 2050](#) (the same amount as 800 Statues of Liberty).

Purchasing a refurbished electronic device allows us to make the most out of the resources we have already used for its initial production, while also reducing the overall impact of e-waste on the planet by keeping it from the landfill for as long as possible.

If your brand is interested in joining Back Market's Certified Renewed program, please reach out to [max.gould@backmarket.com](mailto:max.gould@backmarket.com).

### **About Back Market:**

Launched in 2014 by Thibaud Hug de Larauze, Quentin Le Brouster, and Vianney Vaute, Back Market is the world's leading dedicated renewed tech marketplace. The company brings high-quality professionally refurbished electronic devices and appliances to customers in 15 countries (including the United States, France, Germany, the United Kingdom, Italy, Spain, Belgium, Austria, the Netherlands, and more recently, Greece, Portugal, Japan, Finland, Ireland and Slovakia). It employs a team of 500 employees and counting across its 4 offices located in New York, Berlin, Paris and Bordeaux.