



Phoenix Cellular

Europe's No1 Distributor for Used Mobile Phones



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Phoenix Cellular – our phones are your business

“We operate professionally, reliably and fairly, and are run by people with a deep understanding of the opportunities and challenges the industry presents.”

Phoenix Cellular is Europe's number one distributor of used mobile phones.

The company is led by entrepreneurs Marc and Paul Walters and Andrew Dulla, who have been working at the forefront of global mobile telecoms for more than 20 years.

As demand for second-hand devices increases rapidly the sector is now one of Europe's fastest growing industries, Phoenix Cellular is at the forefront of innovation, setting new standards for quality and service in the sector.

- We combine our deep knowledge of the industry and its technology to offer the European market a service to be proud of.
- We operate a professional, reliable and fair business with a leadership team that understands the opportunities and challenges the industry presents.
- Our commitment to outstanding service is

underpinned by the investment we've made in industry-leading quality control, logistics and support systems.

- At our testing and logistics centre in Crewe, UK, we assess and grade tens of thousands of high-quality pre-owned devices every month.
- We distribute to independent mobile dealers, retailers, airtime vendors and large national and international distributors all over the continent through a next-day courier service.
- We stock the latest and most popular handsets from the biggest brands, including Apple, Samsung, and more. Our sourcing strategies ensure we always have the most popular models available.
- Every device we sell is backed by our industry-leading 'fast and fair' returns policy.

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The market opportunity

The pre-owned mobile market is one of Europe's fastest-growing and most exciting industries.

In 2018, used or refurbished smartphones accounted for 15 per cent of the smartphone base in the UK, a two-percentage point rise over the prior year.

The value of the pre-owned resale market has already exceeded \$20bn. According to some forecasts, it will soar to \$50bn by 2022.

This has created an opportunity too good to miss.

We have come a long way from the days when second-hand mobiles were traded peer to peer; the market is now a sophisticated, professionally-run sector with the ability to match the retail standards of new devices.

Here's why the sector is growing:

- **Cost savings for consumers:** Second-hand devices are considerably cheaper than brand new handsets.
- **Robust quality control:** Developments in diagnostics and grading systems for used mobiles has helped to build trust in used handsets.
- **Devices last longer:** Smartphone technology and build quality has become increasingly sophisticated and robust. The typical life of a handset has become longer.
- **High margins:** More vendors are selling used mobile phones due to growing demand and the prospects of strong margins.

“The used mobile phone market is already worth in excess of \$20bn and is predicted to grow to \$50bn by 2022.”



What is SIMPLE?



SIMPLE is a 13 month warranty on all devices

Why 13 months? This allows you the time to check the stock and get it ready for forward sale.



SIMPLE is 100% satisfaction guarantee

On your first order, if you're not 100% satisfied with the devices received, simply return them to us for a full refund.



SIMPLE is all devices have a minimum 70% battery*

We know one of the key issues in the used mobile phone industry is battery health, therefore we guarantee all devices that leave our facility will have a minimum 70% capacity.

*not applicable to non IOS devices



SIMPLE will buy back your old stock

Don't let your money sit in dead or faulty stock, call us for an immediate price to buy it from you.



SIMPLE is an industry leading RMA process

All RMA's are processed within 5 working days of receipt at our facility.



Our phones - quality is everything

Phoenix Cellular supplies the best used mobile phones on the market. Some of our pre-owned devices are close to the condition and performance of brand-new handsets.

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We believe our phones represent amazing value for dealers, retailers and consumers alike.

We can guarantee quality in every mobile phone we stock thanks to a testing and grading system which is second-to-none in the industry.

Every phone we receive is put through a 20-point electronic test to make sure it works, followed by a cosmetic assessment. Our gradings are designed to give customers an indication of a device's cosmetic condition

and wear and tear. The purpose is to help find the right price point for retail and ensure consistency in the quality of the products we supply.

We take the reliability of our grading very seriously. Each phone is inspected by our team of technicians before a grade is agreed. We operate an ongoing training and development programme for our technicians to ensure they are up to date with the latest models and technologies.

We use diagnostic software to test the network connection, wireless connections, touchscreens, cameras, microphones, speakers and more. Our system is also approved by IT asset disposal accreditation scheme ADISA for the secure eradication of electrical data.

We operate four main grades:

Grade A Pristine

Key Features

- Almost perfect cosmetics
- Almost perfect screens with no scratching whatsoever
- Almost immaculate rear casing
- Bezels free from almost any signs of wear
- No cracks
- No smashes
- All handsets GSM unlocked
- PIN, Touch ID and iCloud (FMI) unlocked
- Fully functional
- Data wiped
- Passed at least 20 point test

Grade A

Key Features

- A high quality handset with just minor signs of use
- Light wear and tear
- Bezel may contain minor scratches
- No cracks, No smashes
- All handsets are GSM unlocked
- PIN, Touch ID and iCloud (FMI) unlocked
- Data Wiped, Fully functional
- Passed at least 20 point test
- NB- Batches of used phones will naturally vary by quality and the above grading should only be used as a representative guide

Grade B

Key Features

- A high quality handset with just minor signs of use
- Light wear and tear, there will be more than 5 light scratches on the screen not visible from arm's length, and scratches would not be deep enough to be felt with your finger nail
- Bezel may contain minor scratches, and one light dent in the corner of the phone
- No cracks, No smashes, No heavy scratches
- All handsets are GSM unlocked
- PIN, Touch ID and iCloud (FMI) unlocked
- Data Wiped, Fully functional
- Passed at least 20 point test
- NB- Batches of used phones will naturally vary by quality and the above grading should only be used as a representative guide

Grade C

Key Features

- A high quality handset with average wear and tear
- No Cracks
- No smashes
- All handsets are GSM unlocked
- PIN, Touch ID and iCloud (FMI) unlocked.
- Data Wiped
- Key functions tested
- Passed at least 20 point test
- NB- Batches of used phones will naturally vary by quality and the above grading should only be used as a representative guide

To access the grading videos scan here:
or visit www.phoenixcellular.com/grading/





“Our GR8 Mobile brand is positioned to help pre-owned mobiles compete in the new device market. The branded box, accessories, warranty and the premium quality handset meets consumer expectations and preferences for buying the best.”

GR8 Mobile – best of the best

GR8 Mobile is our boxed used mobile phone product.

We believe pre-owned mobile phones can hold their own against brand new devices and GR8 Mobile is the product we have developed to prove it.

The proposition is simple. We take premium, Grade A used devices and sell them boxed with the accessories you would expect to find with a brand-new handset.

The branded GR8 Mobile boxes capture the look and

feel of a new device. We supply them with a charging cable, screen protector and a 12-month 'repair or replace' warranty.

GR8 Mobile is a popular choice retailers, dealers and networks. The branded box, accessories, warranty and the premium quality handset meets consumer expectations and their preference for buying the best value.

“We believe it is important to provide evidence of the high standards we claim.”

Our Certifications

At Phoenix Cellular, we believe it's important to provide evidence of the high standards we claim.

We have gained valuable certifications to demonstrate our commitment to service, best practice and compliance in all areas of our business.

- **ISO 9001:** The internationally recognised Quality Management System (QMS) standard demonstrates our credentials in continuous improvement, customer satisfaction, sustainability, corporate governance and effective working with stakeholders and partners.
- **OHSAS 18001:** The framework for occupational health and safety management demonstrates that we are fulfilling our statutory responsibilities in looking after our people and maintaining safe, secure places of work.
- **ISO 14001:** The environmental management standard is based on minimising impact on the environment across all our business processes, including procurement, storage, distribution, product development and waste disposal.
- **T11 & S2 Waste Exemptions:** The T11 certification means we are authorised to repair and refurbish waste electronics, if devices and dismantled parts are used for their original purpose. The S2 exemption permits us to store electronic waste in designated places, in accordance with statutory rules.
- **R2 Responsible Recycling:** Phoenix Cellular are certified as an R2 Responsible Recycler for mobile phones and are overseen by the R2 Technical Advisory Committee (TAC). The standard requires Phoenix Cellular to have a policy on managing end of life electronic equipment, components and materials.

Queens Award for Enterprise 2020: The Queens Award for Enterprise is an awards programme for British businesses who excel at international trade, innovation or sustainable development. They are the highest office UK awards for British business.

Our environmental policy

It has always been our mission to go beyond compliance in the pursuit of best practice.

As a business which handles, stores and distributes materials classified as electronic waste, Phoenix Cellular has statutory responsibilities in relation to environmental protection and sustainability.

We have developed an Environmental Management System, in accordance with the ISO 14001 standard, which provides an overarching framework for reducing environmental impact across our business.

This framework applies to all areas of our operations and to all people involved in them, including staff, contractors, suppliers and partners.

Our commitments

- All our business processes can be fully audited for environmental impact.
- We maintain accurate and up-to-date records on how we comply with environmental regulations.
- We measure our environmental performance and report on it quarterly.
- We assess the environmental performance of prospective suppliers as part of our due diligence process.
- We prioritise the reuse and recycling of all electronic devices we handle, including their component parts. We actively seek to minimise the materials we send to landfill and, wherever possible, seek alternative modes of disposal for phones and components that cannot be recycled.
- We take steps to minimise our contribution to greenhouse gas emissions, from the vehicles used in our logistics and distribution operations, to the choice of electronic systems on our premises.
- We take every opportunity to work with suppliers, partners, customers and stakeholders in promoting sustainable business practices.

Everyone at Phoenix Cellular is required to comply with our full Environmental Management System policy framework, to contribute to its ongoing development, and take all reasonable steps to uphold protection and avoid reckless endangerment of the environment.

“It has always been our mission to go beyond simple compliance in the pursuit of best practice”



Our responsibility

It's our belief that we should behave responsibly in our community and local environment.

We want to show leadership on key issues such as inclusion, sustainability and health, using our influence as an employer to promote positive practices.

There is a lot more to business than profit.

At Phoenix Cellular, we embrace Corporate Social Responsibility (CSR) as part of our company identity. We pride ourselves on our integrity and value the trust our staff, suppliers, customers and stakeholders place in us.

This is what we are doing:

- **Investing in our staff:** We depend on our people to make Phoenix Cellular the successful business it has become, and we value the contribution of everyone. We aim to make Phoenix a great company to work for, with attractive salary packages and plenty of scope for training and development, for individuals to pursue their career ambitions.
- **Health:** The well-being of our staff is very important to us, as we recognise that having a happy, healthy team will help our business thrive. We run a variety of initiatives to promote physical and mental health and strive to foster an open, supportive environment where problems can be shared.
- **Environment:** In addition to our ISO 14001-certified Environmental Management System, we make every effort to promote eco-friendly, sustainable practices in our day-to-day working lives. That includes comprehensive office recycling schemes for all relevant waste.
- **Social inclusion:** We value having a diverse workforce that brings a variety of talent and perspectives into the company. We do not see barriers – if people have the right attitude and the right skills, we welcome them with open arms.

“We depend on our people to make Phoenix Cellular the successful business it has become.”



“We depend on our people to make Phoenix Cellular the successful business it has become”

CSR Policy

It is our firm belief that businesses cannot and should not shirk wider responsibilities to their communities and to the environment by putting profits above all else. We believe businesses should show leadership on key issues such as inclusion, sustainability and health, using their influence as employers and economic hubs to promote positive practices.

At Phoenix Cellular, we embrace Corporate Social Responsibility (CSR) as part of our company identity. We pride ourselves on our integrity and value the trust our staff, suppliers, customers and stakeholders place in us. We therefore see it as our duty to behave in the right ways, for the right reasons.

Through our CSR policy, we aim to be successful at more than just selling used mobile phones. It covers:

- **Investment in our staff**
We depend on our people to make Phoenix Cellular the successful business it has become and we value the contribution of every one of them. We aim to make Phoenix a great company to work for, with attractive salary packages and plenty of scope for training and development so they can pursue their career ambitions.
- **Social inclusion**
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who bring a variety of talents and perspectives into the company. We do not see barriers to working for Phoenix - if people have the right attitude and the right skills, we welcome them with open arms.

- **Health**
The well-being of our staff is very important to us as we recognise that having a happy, healthy team will help our business thrive. We run a variety of initiatives to promote physical and mental health and strive to foster an open, supportive environment where problems can be shared.
- **Environment**
As well as operating according to an ISO 14001 certified Environmental Management System, we make every effort to promote eco-friendly, sustainable practices in our day-to-day working lives. That includes comprehensive office recycling schemes for all relevant waste.

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