

Re-launched Recycle.co.uk Helps Consumers Put Surplus Items to Good Use



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Specialist recycling site announces enhanced offering helping consumers make money on old mobiles and put unwanted items to better use than landfill

13 May 2010 – Specialist consumer goods recycling portal Recycle.co.uk has this week announced a re-launch of its offering to give consumers an improved goods recycling service. The website lets people promote their unwanted consumer items to other people who might have a use for them and also helps people to make money from outdated mobile phones instead of throwing them away.

The site carries all manner of consumer products which people can [recycle](#), from electronic items to electrical white goods and computer kit. People who have goods that they no longer need can quickly and easily find people who actually need that item and therefore put it to better use than throwing it away. Recycle.co.uk operates with an environmental mission to help reduce landfill usage in the UK.

People can advertise their items for [recycling](#) for free on the website, and the recently re-launched site now offers users better services than ever. Every advertiser can now list their own unique contact 'phone

number on the site and users are able to sign up for email alerts when an item they have requested is published for exchange on the site.

The site also allows tailoring of searches to let users find the relevant items available for exchange closest to their home address. So if a user is interested in [mobile phone recycling](#) via the site, they are quickly and easily able to find people who live near them prepared to take a phone off their hands.

Gareth Robinson, spokesperson for Recycle.co.uk, commented, "We've been delighted with the first year of operations of Recycle.co.uk and we've been able to help hundreds of people to put unwanted household items to better use than filling up a landfill. Our mobile phone scheme has been particularly successful with people realising that instead of throwing an old phone in the bin they can actually get money for it and treat themselves to something new as a result."

For more information please see www.recycle.co.uk.
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About ASAP Ventures Ltd

Recycle.co.uk is owned and operated by ASAP Ventures and was launched by the company in 2009. ASAP Ventures is a specialist in the online arena, with over 10 years' experience in creating and developing high performing websites in markets ranging from travel and recycling to dating and promotions. The company has expanded significantly over the last five years through a programme of domain name acquisition and development, with the company's portfolio of websites attracting tens of millions of visitors and creating over US\$200 million in sales for their partners.

ASAP Ventures now operates four offices - three in the UK and one in Australia.

Media Contact:

Gareth Robinson
www.recycle.co.uk
press@asapventures.co.uk

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