

£2.5 Million Charity Pay-Out for Mobile Phone Recycling

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One of the UK's leading mobile phone recyclers, SHP Limited, has announced record payments of over £2.5 million to charities for collecting and recycling old mobile phones.

SHP Limited has partnered with 10 new charities already in 2009 and now operates recycling campaigns with over 160 international, national and local charities to collect, factory reset and refurbish, and resell the phones in developing markets at a fraction of the cost of new mobiles.

Simon Walsh, sales and marketing director at SHP said; "Working with charities has been an important part of our business since we launched SHP. Our new website for charities automatically offers 20% from the value of each phone received to charities. It also provides the recycler with further options to donate the full value of the phone or take some payment themselves, making it as easy as possible for users of the site to donate and reward themselves during the difficult financial climate.

"Through this recycling channel and our wider collection programmes with charities, we are helping raise significant funds as well as helping the environment and ensuring developing countries have access to mobile phone technology at a fraction of the cost"

Key to the success of the scheme has been closer collaboration with charity partners to raise awareness of the financial and environmental benefits of mobile phone recycling as a fundraising option. This has resulted in a 34% increase in mobile phone recycling with its partners in the past twelve months.

SHP will shortly be introducing a range of new fund raising initiatives that will allow charities to generate even more revenue through recycling other unwanted items.

For more information visit www.shpforcharity.co.uk

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About SHP

Based in Lancaster, SHP employs over 40 staff at two sites. Since they launched in 2002 the company has been at the forefront of mobile phone recycling and was the first to launch an online "cash for old mobiles" service in the UK with its mopay.co.uk consumer brand.

SHP works with charities, network operators and businesses to recycle old mobile phones and other handheld technology devices which they refurbish and resell. Partners include T-Mobile, Orange, BlackBerry and M&S.