

NOVEMBER, 2022

## OFFICEWORKS LAUNCHES TRADE-IN PROGRAM ALLOWING SHOPPERS TO EXCHANGE OLD DEVICES INSTANTLY FOR GIFT CARDS AHEAD OF BLACK FRIDAY

Officeworks has today announced the launch of a device trade-in program, providing consumers with the option to replace their old phones, tablets, laptops or smartwatches with something new ahead of the Black Friday and Christmas sales period.

In partnership with **Moorup**, an Australian B-Corp certified technology company whose mission is to extend the lives of electronic devices, the trade-in program will help save Australians money just in time for Black Friday, while also helping the planet.

While many consumers might think an old device they no longer use has “had its day”, the chances are it still has more to give—and their hip pocket could benefit too. With this in mind, Officeworks and Moorup will help find new owners for any devices that are in good shape, diverting electronic waste from landfill. If a device isn’t in a state to be passed along to someone new, it will be sent to a recycling partner to ensure any precious materials are saved.

Many consumers don’t realise that they could be making substantial amounts of money from these discarded devices. With prices for devices ranging from \$850 for an Apple iPhone, to \$1,000 for modern laptops, households could be sitting on thousands of dollars that would otherwise go to waste.

With the money earned from the trade-in program putting more money in customers' pockets ahead of Black Friday, and with its price match and price drop process ensuring shoppers can find the best value, Officeworks is the ultimate Black Friday destination, allowing Aussies to shop smart and sustainability, while also saving big.

So, how does it work?

- **Step 1:** To begin the process, shoppers need to complete the “quick device assessment” online at <https://officeworks.moorup.com.au/>. Officeworks and Moorup will check the value of the shopper’s phone, tablet, laptop or smart watch with just a few simple questions.
- **Step 2:** Once a shopper’s device has been assessed, they’ll be eligible to receive a digital Officeworks gift card in return for their device.
- **Step 3:** Shoppers can then use their gift card on any product or service in-store at Officeworks.
- **Step 4:** Finally, shoppers must return their old device (at no cost to them) using a provided return label provided by Moorup.

**Officeworks General Manager Merchandise, Jim Berndelis, said:** “Officeworks is committed to doing good by both our people and the planet, so, we couldn’t be prouder to launch this new device trade-in program. Everyone seems to have old tech products lying around the house that they don’t know what to do with, so this new program can ultimately help customers get something from nothing, potentially making thousands of dollars towards their next purchase at the click of a button.”

“As we head into Black Friday, Christmas and Back to School season I’d also encourage shoppers to make the most of our new trade-in offer. We hope extra dollars made via the device trade-in are

especially helpful to those looking to shop thoughtfully and sustainably these holidays or to invest in much-needed tech and school supplies for the year ahead.”

**Moorup Head of Retail, Peter Solomon, said:** “Moorup is committed to assisting Officeworks and importantly its’ customers pave the way towards a sustainable future for technology. Our trade-in program helps Officeworks customers save money while contributing to a better planet.”

For more information on Officeworks’ all new device trade-in program, please visit <https://www.officeworks.com.au/information/about-us/peopleandplanet/device-trade-in>. Shoppers can also discover the wide Officeworks product range in-store today at 167 stores nationwide, or browse online at [officeworks.com.au/campaigns/back-to-school](https://www.officeworks.com.au/campaigns/back-to-school). For

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**For media enquiries, please contact:**

Stephanie McMullin | 0447 582 557 | [stephanie@altshift.com.au](mailto:stephanie@altshift.com.au)

Charlie Kaplan | 0423 558 342 | [charlie@altshift.com.au](mailto:charlie@altshift.com.au)

**ABOUT OFFICEWORKS**

Established 26 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing and career progression of the 8,000 team members it employs. It’s also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.