

Company: Büroservice Hübner GmbH
Locations: Germany
Type: Remarketer
In reman: 10 years
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Product

Printers and copiers

Core Sourcing

Buy-back: Büroservice Hübner GmbH buys used products from a supplier, which can either be an end user or a leasing firm.

Business Model

In the information technology (IT) industry, the product lifecycles are short (between 2 and 5 years in general). As a result, a large number of products are renewed regularly. They are mostly recycled (after being scrapped) or remanufactured (after being transported to low-wage countries in some cases). Remanufacturing is actually a part of the IT industry's activities. Büroservice Hübner GmbH gets used IT products such as printers and copiers for remarketing, usually with compensation for the products depending on their condition, and focuses on selling used products. Büroservice Hübner GmbH has several strategic partners in logistics, leasing, and IT companies (the IT industry is well connected in this sense). Further, the remarketing in some cases involves remanufacturing, which is carried out by a service provider collaborating with Büroservice Hübner GmbH.

The benefits of remanufactured products for the customers are lower prices and the availability of older models, as well as environmental performance. The motivations of Büroservice Hübner GmbH, on the other hand, are environmental sustainability and the profit.

The remanufacturing process consists of: 1.) basic functionality test (all the product functions), 2.) thorough cleaning (outside and inside), 3.) exchange of consumable components (e.g. drums), and 4.) quick test. The key resources of Büroservice Hübner GmbH are remanufacturing know-how, sales channels, and supply of used products.

The main challenges of Büroservice Hübner GmbH are: 1.) enhancing awareness, images and acceptance of remanufactured products by end users; 2.) coping with regulations (e.g. warranty to end customers (12-month), protection of the data in used products, and environmental-regulations); 3.) improving the involved processes; 4.) getting more support for knowledge sharing and knowledge dissemination; and 5.) labour cost. Regarding awareness, those who buy new products sometimes simply do not know the availability of remanufactured products.

Economic Benefits

For customers, lower prices are an economic benefit: remanufactured products are 50%-80% cheaper than new ones.

Environmental Benefits

The environmental benefits are less scrap and prolonged lifetimes.

Social Benefits – Jobs, Upscaling, etc.

Job creation (sometimes for disabled persons) is the major benefit to society.

Advanced Materials Recovery

No such materials are recovered.