

Press release

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Upcycling is our future. Salt upgrades its BuyBack program.

First among Swiss telecommunication operators, Salt launches a partnership with Revendo, a company founded in Switzerland that buys back and refurbishes used devices in order to maximize their lifecycle. With this new partnership, Salt customers will be able to resell their used devices in an even simpler way, at market leading conditions.

Every year, several million tons of electronic waste are generated worldwide. Recycling and reconditioning electronic devices are an active concern at Salt. Until today, Salt offered customers the possibility to bring back their used devices and benefit from a cash-back program in form of a price reduction on new devices or as a voucher. With this, many phones were given a second life or recycled. The Salt Revendo BuyBack concept goes a step further.

Outstanding prices

With the new Revendo BuyBack program, customers will benefit from even more attractive cash-back tariffs for their used phone. Customers can drop off or send in a variety of phone models and most common brands are accepted. Furthermore, Salt customers benefit from an eco-bonus: for every device sold at Salt, they receive an additional CHF 15. In case used devices are not eligible to be resold via the Revendo BuyBack program, they can be dropped off all the same in Salt Stores, where they are collected for recycling for free.

Seamless cash payback process

Salt Stores employees are trained to provide a fair estimation of the resell price. The estimated value is guaranteed and the funds are transferred by Revendo directly to customers – they now receive cash instead of Salt vouchers - after the collection and inspection of the device.

Easy drop-off

Customers can bring their used devices back to the Salt Store. Alternatively, it is now also possible to register used devices online on www.salt.ch/buyback and send them in by mail. To facilitate the shipment, Salt Stores can provide packing material.

Pascal Grieder, CEO at Salt commented the new partnership "We all know that most used phones are left in people's drawers when they upgrade to a newer model. We believe that upcycling is the future and are confident that by strengthening our BuyBack program we will encourage more and more consumers to recycle their used devices."

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Salt press office:

Viola Lebel
PR & Communications Manager
+41 78 787 68 60

media@salt.ch, salt.ch, facebook.com/Saltmobile,
twitter.com/Saltmobile_DE (German) or twitter.com/Saltmobile_FR (French), youtube.com/saltswiss

About Salt: Salt stands for innovation and the best price for premium products in the Swiss telecommunications market. An excellent mobile network, the country's best performing Internet connection (Nperf, 2021 Barometer of fixed internet connections in Switzerland), attractive prices and customer-focused service ensure an outstanding customer experience. Based in Renens (VD), Salt has two additional offices in Biel and Zurich and serves its private and business customers, online and in over 100 Salt Stores throughout Switzerland. The company employs around 1,000 employees across Switzerland.

Salt in figures: 1'419'000 postpaid customers (as of 30.06.2022), 103 Salt Stores and 4G coverage of 99.7% of Switzerland's population.