



Quality Meets Quantity

Aucnet Brings Japan's Trusted Quality to the World

In a market increasingly reliant on trusted supply chains and verified quality, Aucnet stands out as a key player. Since launching its digital products division in 2005, the Japanese company has become a go-to resource for businesses seeking high-quality, pre-owned digital devices. Operating a robust B2B auction platform, Aucnet annually repurposes millions of smartphones and electronics, reinforcing its reputation for reliability and transparency. With demand surging for sustainable and cost-effective device sourcing, Aucnet's precise grading system and sophisticated auction model are capturing attention globally.

Aucnet's operation is built on stringent quality controls, making it a trusted partner in the used device marketplace. Each week, the company's proprietary Global Bidding System (GBS) handles the sale of over 30,000 smartphones, supplemented by monthly auctions for iPads, smartwatches, earphones, and MacBooks. What sets Aucnet apart is its meticulous inspection and grading process, including functional testing, cosmetic grading, and certified data erasure using Blancco software, backed by a long-term strategic partnership.

"Maintaining high grading accuracy isn't just a process; it's fundamental to our brand," says Hiroshi Kuroda, Manager at Aucnet. This precision, coupled with transparent auction practices, continues to earn long-term relationships with international buyers.

Central to Aucnet's differentiation is its multi-unit hybrid auction system, specifically tailored for digital devices. This model allows multiple identical products to be listed in a single lot, enabling buyers to bid on the exact quantity they want. Developed in collaboration with auction theorists from the University of Tokyo, the system applies proven principles from market design to optimise allocation and maximise bidding efficiency. Its hybrid format neutralises time zone disadvantages, giving participants worldwide equal footing. Bidding occurs in real time, with a transparent algorithm ensuring fair outcomes across all participant types. By levelling

the playing field, Aucnet provides a streamlined, trusted alternative to conventional B2B auction platforms.

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The company predominantly distributes Japan-spec devices originally known for their superior condition. Factors like comprehensive insurance, professional maintenance, and careful handling by Japanese users contribute to devices that often look and function almost as new. Protective covers are widely used, and mandatory privacy measures - such as a fixed camera shutter sound designed to protect user privacy - are standard on iPhones sold in Japan. Since iOS 15, this sound is automatically disabled when the device is used outside Japan.

With an established reputation across Europe, Aucnet is actively expanding its partnerships across the region. Its extensive track record, characterised by a reliable and sizeable supply, positions it as an essential sourcing partner in an era when businesses seek stable and trustworthy supply channels.

"Our commitment isn't just about supply - it's about consistently meeting and exceeding expectations," Kuroda adds, summarising the ethos driving Aucnet's continued growth.

For more details, visit en.aucnet-dp.com

