

The Second Life of Tech

Inside Foxway's Circular Electronics Powerhouse

As the appetite for refurbished electronics accelerates across Europe, Foxway isn't just a distributor - it's helping drive Europe's shift to circular tech. With sustainability built into every layer of its operations, the Estonian-based company is giving tech a longer, more meaningful life.



Foxway is reshaping how the industry - and the public - perceive second-hand devices with a meticulous grading process that keeps resellers confident.

We spoke with Anders Viby Mogensen, Sales Director of the Recommerce Mobiles business area at Foxway, to understand what's fuelling their growth, how transparency builds trust, and what's coming next in the rapidly maturing circular tech market.

Second-hand? Not Second-best

"Buying second-life tech is no longer niche - it's just smart business," says Anders Viby Mogensen. And the numbers back him up. With over 2.7 million devices remarketed in 2024 alone, Foxway is helping reshape buyer expectations and industry norms. For a sector once clouded by uncertainty and inconsistent quality, the tide has turned. **Today, refurbished doesn't mean compromise - it means value, clarity, and reliability.**



Foxway's approach starts with testing. Every device is put through a 20+ point check, from battery life to biometric sensors. Visual conditions are graded with fine granularity, from A+ to C. "We reflect even the smallest scratch or sign of wear in our grade," says Mogensen.

And customers are responding. From retailers and MNOs to smaller resellers, there's a growing appetite for high-quality used devices that come with warranties, fast delivery, and the kind of consistency that builds lasting trust.

From Compliance to Competitive Edge

Sustainability is embedded in Foxway's model - not treated as an afterthought. In 2024 alone, their efforts helped clients avoid more than 230,000 tons of CO2e emissions. But for Mogensen, sustainability isn't just about emissions - it's a business driver.

"Resellers today want more than competitive pricing - they want partners who support sustainable, scalable growth," he explains. By offering tested, guaranteed second-life devices, Foxway delivers not just savings but also stories resellers can pass on to customers. That emotional value - the sense of doing right while doing good business - is proving a powerful differentiator.

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Strategic Partnerships, Real Results

As the industry expands, it’s also evolving. This means Foxway is scaling its operations, strengthening refurbishment capabilities, and continuously improving sourcing, systems, and services to meet growing demand.

“It’s about quality, but it’s also about accountability,” says Mogensen. This isn’t just refurb at scale – it’s about delivering consistency, reliability, and peace of mind.

Foxway’s reach spans across Europe, with long-standing partnerships with retailers like MediaMarkt and distributors such as ELKO. The benefit to resellers? A steady pipeline of in-demand brands – delivered fast, graded transparently, and backed by personal support.

Growing with the Market

With the global refurbished smartphone market projected to hit \$140 billion by 2030, Foxway is scaling to stay ahead. That means investing in automation, expanding their reseller portal, and onboarding new partners with both tech and human touch.

“We’re easy to work with,” Mogensen explains. “Whether it’s API integration or helping you choose the right batch of devices, our focus is on making sure you succeed.”

That ease of use is matched by a wide inventory. Foxway stocks tens of thousands of devices, from flagship smartphones to laptops and spare parts, all tested and ready to ship.

The result? Resellers can spend less time sourcing and more time selling.

Listening as a Differentiator

So, what makes Foxway different? For Mogensen, it comes down to one thing: listening.

“We stay close to our clients and evolve with them. This is a fast-moving industry, and we’re not stuck in old ways. We adapt – and we do it quickly.”

This agility, combined with full lifecycle management and strong ESG credentials, puts Foxway in a rare category: a used electronics supplier that’s as reliable as it is visionary.

Foxway’s journey is far from over. As they invest in smarter tech and welcome more resellers into their ecosystem, one thing is clear: the future of refurbished electronics will be shaped by businesses that prioritise sustainability and excellence at every stage. Foxway is ready.

Discover more at foxway.com to explore Foxway’s circular tech solutions.

