Sims Lifecycle Services UK and S3 Interactive (S3i) Rebrand as Sims Recycling Solutions

Thursday 25 June, 2015

Dumfries, United Kingdom (25 June 2015) - Sims Lifecycle Services, leading UK IT asset disposal (ITAD) service provider, and S3 Interactive, its mobile device management business have rebranded as Sims Recycling Solutions. Both S3i and Sims Lifecycle Services have been part of Sims Recycling Solutions for many years and are delighted to merge the three businesses: ITAD, mobile devices and recycling into one.

This brand enhancement is a reflection of our renewed commitment to being a key strategic partner to our clients, whilst making it much simpler to benefit from our full range of services. Merging our services under one brand will ensure cohesive service delivery for clients.

Dr Anand Narasimhan, SRS Director EMEA states "As part of our continuous improvement we identified an opportunity to strengthen our UK service offerings to our customers by unifying our ITAD, mobility and recycling services under the one global Sims Recycling Solutions brand. Combining these three brands into one supports our broader focus to offer an all-encompassing service for global IT asset disposition".

We are pleased to confirm that we will continue to provide clients with all existing service features. In the coming financial year we will increase our focus on innovation and service delivery with the goal of always delivering great services that exceed client expectations.

Sims Recycling Solutions

Sims Recycling Solutions (www.SimsRecycling.com) is the global leader in electronics reuse and recycling. We have over 20 years' experience in comprehensive IT asset disposition and mobile device refurbishment services either directly or through acquired businesses. Sims provides disposition services for all types of retired electronic equipment to local, national and global customers in every business sector including data centers, healthcare, financial service and technical organizations.

As a part of Sims Metal Management Limited, the world's leading publicly listed metal and electronics recycler, Sims Recycling Solutions has the global reach, expertise, and infrastructure necessary to ensure to our customers that all electronic devices are processed in a secure and environmentally responsible manner.

Sims international footprint of operations across 20 countries, enable us to offer a global scope of services on myriad local fronts.

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Sims :: Recycling :: ITAD :: IT :: Computers :: Asset Disposal :: Information Technology :: Environment :: Rebranding :: Sims Lifecycle Services :: s3i :: Mobile ::

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