

GRC Wireless Marks 10 Million Devices Recycled Since 2002

The 10 Million Device Milestone Coincides with the Recycling Leader's 17th Company Anniversary

HOLLYWOOD, FLORIDA (PRWEB) April 1, 2019 – Bulk device recycling leader GRC Wireless marks 10 million smartphones, cell phones & tablets recycled since the company's founding in 2002. The company's current suite of recycling programs, which includes **SmartphoneRecycling.com**, **SmartphoneTradeIn.com**, and **OperationRecycling.com**, offers a diverse portfolio of recycling services, from bulk smartphone recycling to corporate smartphone trade-ins. The company's participants, which include over 20,000 businesses, nonprofits, police departments and government agencies, have earned tens of millions of dollars through the company's programs.

GRC Wireless is the pioneer of *Incentive Based Recycling*, a recycling system designed to maximize the financial return to our participants. "We believe that the only solution to sustainable, long-term device recycling is strong financial incentive to the recycling entity," stated Marc M. Leff, President & Co-Founder of GRC Wireless. "In short, the greater the financial reward to the recycling entity, the greater the incentive to continue the recycling effort," added Mr. Leff. "The 10 million device milestone is a testament to the success and sustainability of *Incentive Based Recycling*."

The company's initial foray into the wireless recycling industry was through its *Shelter Alliance* program, which recycled phones from domestic violence shelters across North America. *Shelter Alliance* partnered with over 80% of the domestic violence shelters and social service organizations in the United States.

With smartphones displacing cell phones as the dominant wireless device, GRC Wireless rebranded *Shelter Alliance* into **SmartphoneRecycling.com** in 2014. "**SmartphoneRecycling.com** is now the largest bulk device recycling program in the United States," added Mr. Leff. "We make bulk device recycling easy for businesses, organizations and nonprofits of all types."

GRC Wireless added **SmartphoneTradeIn.com** to its product portfolio in 2012, capitalizing on the growing smartphone trade-in trend that started in 2011. **SmartphoneTradeIn.com** is currently the leading corporate smartphone trade-in program in the United States. "We make it simple to sell multi-brand, multi phone lots," added Mr. Leff. "Our participants can create large trade-ins in seconds, lock in the price for 30 days, and ship with ease."

GRC Wireless additionally offers a device recycling program to support our troops through the company's longtime nonprofit partner *Operation Gratitude*. Aptly named **OperationRecycling.com**, the free device recycling program helps *Operation Gratitude* send care packages to U.S. Service Members stationed overseas, as well as veterans, wounded heroes and caregivers, new recruit graduates, and first responders here at home. *Operation Gratitude* has delivered more than 2.3 million care packages filled with items donated by grateful Americans and companies that want to express their support and say "Thank You" to all who serve.