

## BLUE CITY IS PUSHING FOR A SUSTAINABLE FUTURE

*The consumer electronics chain Blue City has a vision to achieve a leading role as a European supplier and front figure of sustainable solutions. Most recently, the chain has installed electronic price tags in all stores.*

Blue City buys and sells used electronics to individuals and businesses. The first store saw the light of day in 2014 and today the chain has 8 stores in Denmark and 1 store in Sweden.

The concept is based on re-cycling, also called e-cycling, where you see a value in giving electronics new life. In the shops, you will find everything from phones and tablets to computers and game consoles.

### **USED ELECTRONICS AT A COMPETITIVE PRICE**

To ensure a smooth operation of the chain's stores, with the possibility of adjusting prices both centrally and locally, Blue City has installed electronic price signs in all the stores.

In this way, the electronics chain can continuously change prices, so that a wide selection of electronics is constantly ensured at a strong competitive price.

The mission is to boost the trend of environmentally friendly choices among the population when it comes to the use of electronic products.

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***Electronic price tags are an important tool for us in the goal of becoming the preferred partner for our customers when they buy and sell electronic products.***

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**– Peter Storm  
Product Manager at Blue City**





customers when they buy and sell electronic products, says Peter Storm, Product Manager at Blue City, who has been part of rolling out the concept with electronic signage in the chain's stores.

### **CORRECT PRICES AND MORE TIME FOR SERVICE**

According to Peter Storm, the solution helps to ensure the right price for the goods and has freed up more time to serve the customers:

- We get more time for service when we do not have to spend time changing the signs at the shelves, he says.

At Blue City, the chain can control prices centrally across all stores as well as the individual stores can make local adjustments, depending on the products and brands in question.

### **ABOUT BLUE CITY**

Blue City is a consumer electronics chain that buys and sells used electronics. Today, the consumer electronics chain runs nine physical stores and the online store [www.bluecity.dk](http://www.bluecity.dk). Blue City acquires used electronics from both private people and corporate companies, after which the products will be sold with full guarantee at a lower price.