

## ELECTRONICS RETAILER FACILITATES SECONDHAND SALES



RETAIL

Last month came word of [IKEA facilitating secondhand sales of its furniture](#). It turns out that IKEA isn't the only Swedish retailer experimenting with used products — electronics chain Siba recently added a classifieds section to its website, enabling customers to sell and buy pre-owned products. Siba, which has 56 stores in Sweden, Denmark and Norway, launched [secondhand.siba.se](#) because it realized that sometimes customers specifically set out to buy a used product, for example when buying a TV for a holiday home. Meanwhile, others need a place to offload their camera or game console before upgrading to a new one. The company doesn't charge listing fees, and hopes the service will attract visitors to its website, as well as garnering good will by helping consumers find what they're looking for, be it new or used. (Related: [Online marketplace for secondhand IKEA furniture](#) — [Swedish fashion brand launches its own secondhand store](#).) Spotted by: Robert Olzon

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Website: [secondhand.siba.se](#)Contact: [secondhand.siba.se/ContactUs](#)