

Company creates Web-based phone buy-back system

March 24 -- A new Dallas-based company is hoping to help wireless providers buy back old mobile phones.

The new company, founded by former Radio Shack CEO David Edmondson and former COO of Sprint Ron LeMay, is called eRecyclingCorps.

The company uses a Web-based system that integrates into retailers' in-store point-of-sale systems. Customers are offered incentives for recycling their old mobile phones. Sprint has already installed the new system at 1,100 stores and 1,400 dealers.

"The unprecedented growth in the global wireless industry has transformed the way people live, work and play. The unintended consequence of that growth is a mountain of toxic environmental e-waste," said Edmondson, eRecyclingCorps, founder and CEO. "We are committed to transforming the wireless eco-system through comprehensive incentives, which address both our collective responsibility to the environment and provide an economically viable solution to the growing problem of e-waste."

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