

iCEEP What we do, Why we do, How we do!

iceep is a retail-tech start-up, inspired by circular economy business models, that specialises in the design, digitisation, and management of takeback schemes for consumer brands. iceep aims to empower brands to take control of the recommerce and material recovery of their used product lines by tapping into the growing trends of reverse-cycle activities.

Unlike traditional takeback schemes, which use in-store drop off containers or white label solutions, the iceep mobile application centralises the takeback schemes of individual brands under a single digital platform and is supported by an at-home collection service. In doing so, we make it easy for consumers to access the service and engage directly with the takeback schemes of their favourite brands from the comfort of their homes. Moreover, the digitisation of the takeback process using the iceep platform allows brands to predefine the product lines they want to recover from households and design customised incentive packages, which match the profiles of their customer base.

The unique digital features of iceep intuitively prompt consumers to categorise each of their returns according to brand and product. This results in the recovery of untainted product clusters from households that require minimal sorting and can easily be redirected for repair and recommerce or matched with their appropriate recycling technology depending on their wear and tear. Appropriately this sets the necessary framework needed for brands to exploit the commercial opportunities of the circular economy by tapping into the growing recommerce trend and creating closed product2product loops.

iceep serves as a platform that propels behavioural change of its users towards the values of the circular economy while proliferating fundamental business principles. It does so by establishing a coherent link between the post and pre-purchasing experience that customers have with the brand and its products. It creates a tangible touchpoint that increases brand appeal and captures the attention of the consumers in their purchasing decisions process.

Big data from iceep's technology allows for takeback schemes to deliver business value which current leaner systems and conventional takeback solutions cannot reproduce. In doing so, iceep exploits the potential of digitised takeback schemes to establish a unique win-win ecosystem that organically instigates the collective transition of prosumers towards the circular economy.