

PRESS RELEASE

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RECESSION INCREASES DEMAND FOR REPAIRS

NEW ELECTRONIC REPAIR SERVICE LAUNCHED FOR THE IRISH MARKET.

With the nation in a turmoil economically, there are many people left pinching their pennies, which in turn has a number of businesses struggling with their bottom lines.

But some industries actually thrive in a stagnant economy. Though no business is truly recession-proof, there are those that may see more customers taking advantage of their goods or services, even as they tighten their belts.

An Irish company has announced that it has just launched Ireland's first walk-in-repair center the complete range of consumer electronics. "It has taken nearly 2 years to get it off the ground from initial conception until we finally settled on a premises on Dublin's Abbey St. We knew for this to work we ideally needed a central location for the service centre which we eventually found. Although we have been repairing mobile phones for years, in recent times we have seen an definite spike in repairs to other electronic equipment which people would not conventionally have repaired" says Alan Donohoe, Managing Director of GSMsolutions.ie

According to Tony Palamone, director of the Small Business Development Centre, any business or service offering parts and repairs for people's possessions will do well in a bleak economic environment.

"We decided to bring our repair services to the masses because we found that even with manufacturers providing a warranty, customers often found the process of shipping their broken iPod or Game Console back to the manufacturer was very time consuming and more often that not was not covered by the terms. We wanted to offer a fast service that people could afford, that's why our repairs usually involve electronic-component-level work if possible; this method reduces the need to replace expensive full parts and consequently reduces prices, it's a global recession, so every little helps" adds Alan.

In one study published last year, 34 percent of mobile phones were put through a standard E.P.A. test that simulated conditions inside a landfill. All of them leached hazardous amounts of lead - on average, more than 17 times the legal threshold for what constitutes hazardous. Phones pose a serious burden on the earth, gobbling up power and precious materials before heading to landfill, having them repaired is not only better for your pocket but better for the environment.

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