

## **iBidd Expands to Include Liquidations, Revolutionizing Reverse Logistics with Environmental Benefits.**

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Giving consumers say in cost.

For Immediate Release

## **iBidd Expands to Include Liquidations, Revolutionizing Reverse Logistics with Environmental Benefits – Launching Spring 2025**

Dover, Delaware – January 2025 – iBidd is proud to announce the expansion of its platform with a new Liquidations category, offering a game-changing reverse logistics solution that not only helps retailers reduce financial losses but also minimizes environmental impact. This innovative system gives retailers a frontline process to automatically list customer returns for quick sales, creating a more sustainable and profitable alternative to traditional liquidation methods.

### **Tackling the \$1 Trillion Returns Problem**

Retail returns in the U.S. exceeded \$890 billion in 2024 and are projected to near \$1 trillion in 2025, with many returned items ending up in landfills due to inefficiencies in current systems. iBidd's Liquidations category provides a streamlined and automated process that reduces waste, emissions, and the need for secondary market handling.

Through a unique QR code-based system created by iBidd, retailers can

- Automatically list returned items in the Liquidations category for 3, 5, or 7 days based on their preferences.
- Connect with global buyers, creating a marketplace for returned goods.
- This process significantly reduces the carbon footprint of returns by cutting down on handling, trucking, warehousing, and waste associated with traditional reverse logistics systems.

### **Environmental and Financial Benefits for Retailers:**

**Waste Reduction:** Prevents items returned from being discarded or sold for pennies in secondary markets.

**Emissions Savings:** Minimizes transportation and warehousing by connecting directly with end consumers.

**Increased Value Recovery:** Recovers significantly more value per item, often 50-75% more than traditional liquidation channels.

### **For the Planet:**

**Landfill Diversion:** Keeps returned items in circulation, reducing landfill waste.

**Sustainability Leadership:** Retailers can align with consumer demand for environmentally responsible practices, strengthening brand loyalty and reputation.

### **A Sustainable and Profitable Solution**

Unlike traditional liquidation processes that rely on bulk sales at pennies on the dollar, iBidd's front line solution allows items to be quickly sold individually at higher returns. The automated system reduces operational burdens while enhancing sustainability efforts, this is a win-win for retailers and the environment.

“This is a bold step forward in addressing the returns crisis,” said Charles Paul, Founding Partner of iBidd. “Our solution not only recoups value for retailers but also promotes environmental stewardship by keeping products out of landfills and reducing resource waste.”

### **For More Information**

To learn more about this innovative solution and how it can benefit your business and the environment, visit [iBidd.com](https://iBidd.com)

### **About iBidd**

iBidd is a pioneering platform that combines e-commerce, marketing, and innovative solutions to create a fee-free, seamless marketplace for buyers and sellers. The company continues to develop cutting-edge tools to empower businesses and promote sustainability globally. Media Contact: [Press@iBidd.com](mailto:Press@iBidd.com) Happy New Year from iBidd!

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## Revolutionizing Reverse Logistics with Environmental Benefits – Launching Spring 2025

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