

# Unlocking True Value Of Recyclables

**CASE STUDY**

# The Client

Our client is one of the largest ceramics and sanitaryware brands in the world, headquartered in the UAE, serves clients in more than 150 countries and the group have an annual turnover of approximately US\$1 billion.

The client approached us for disposing of Ferrous and Non-Ferrous recyclable items through our advanced eSelling platform.

## Challenges



Disposing of the Ferrous and Non-Ferrous items through online auction achieving the best rates in comparison with LME



Finalizing the terms & conditions suits the UAE market



Engaging with a wide range of potential buyers across different locations within UAE and outside UAE



Making all the interested customers accustomed with the bidding process on our eAuction portal



Finding an appropriate starting price for the auction to fetch the maximum possible price

# Solution

- ✓ Adopted different auction strategies based on the varied requirements considering the maximum salability, optimum price realization etc.
- ✓ Terms & Conditions were set to suit the client requirements and after analyzing the nature of the market. Customized auction terms were devised to execute the selling process in a transparent manner.
- ✓ A range of customer base was selected only with those companies dealing with the offered items.
- ✓ Provided thorough training to the potential buyers, designed & executed dummy auctions with a replica of the live auction platform.

# Outcome



**Optimum participation from different location across UAE**



**Sold approx. 1200 MT of Ferrous & Non-Ferrous recyclable items**



**Value realized \$1.12 Million**



**Fetches the auction price above expectation in comparison with LME**

mjunction specializes in selling and evacuation of non-production materials and scrap/recyclables, Idle and obsolete assets at the best possible market price within the shortest time period. A team of expert consultants in its assets and scrap selling unit can help you in inspection and valuation, identifying right buyer and market analysis, best price discovery on an advanced eAuction platform and post sales services. mjunction has experience of selling USD 867 millions worth of assets & recyclables on its cutting-edge online platform.

Unlock the true value through sale of your non-performing assets/ hazardous by-products, recyclables and monetize things no longer in use.

Say hello to know more

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