

MAN & ENTERPRISES



Advert

Bets on a perfect managerial relationship: Udo Geitel, production manager of Computer Recycling Geitel PLC, Mainhardt, Germany, certified by the TÜV (German Technical Control Association)

Permanently present: Computer Recycling Geitel GmbH

Nationally – disposer; internationally – provider

Since the price of disposing of electronic scrap has hit rock bottom, more and more IT recycler's in Germany work as brokers. Even for Computer Recycling Geitel PLC, of Mainhardt-Hohenstrassen, Germany, the trade in second-hand hardware to Eastern Europe has now become the norm.

Udo Geitel, age 27, is one of the individuals in our Republic who has an unconstrained relationship with the Inland Revenue Office (IRO). On behalf of the Treasury Board of the State of Baden-Wuerttemberg, he handles about 14,000 used monitors for the government department. Such magnitude brings tears to every IT recycler's eyes. But it is a lot of hard work for Udo Geitel. He sells a significant part of the 14,000 scrapped monitors from the Inland Revenue Offices to Chechnya, Romania, Hungary, Poland and Russia. Only a few people in those countries can afford nearly new computers and appliances.

8.1 million Euro turnover

Würth Solergy: it keeps going

The company Würth Solergy of Marbach, Neckar, is making great progress. A manufacturer and seller of network-dependent photovoltaic systems (see also page 16 "Step by step to the solar city"), the company had, by 2001, ten employees, and achieved a turnover of 8.1

million Euros. Würth Solergy is part of the Würth Elektronik company group in Niedernhall, Germany.

Currently IT recycling is hardly rewarding financially. A few years ago, recyclers were paid approximately 1.20 Euros for each kilogram of IT scrap. Today, they only earn between 0.10 and 0.15 Euros. However, the motto "it's quantity that counts" still applies in the recycling industry. The scrapped hardware from governmental departments, banks, retail chains, insurance and industrial companies, forms the basis of the internationally practised re-marketing by the IT recyclers. Therefore, the disposal of small quantities – such as from freelancers, specialist shops or craftsman's establishments – is completely out of question for companies such as Computer Recycling Geitel PLC.

Geitel sold approximately 20,000 hardware units to Eastern Europe last year. This was accompanied by approximately 250 tons of IT scrap disposed of on behalf of German commissions. The competitive pressure on companies is intense. Nothing is gained without a permanent presence and fast logistics. According to the principle "Life consists of giving and taking" Geitel co-operates with 42 industrial colleagues nationwide. Geitel adds: "A perfect managerial relationship is the absolute pre-requisite of success in this rapidly changing market". Added to this must be supreme effort. A 12-14 hour day is normal, and a completely free weekend is the exception rather than the rule.