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“Genie Computing Keep IT Green”

Genie Computing Ltd, the premier family computer centre based in Tonyrefail, today launched its new environmental campaign, Keep IT Green, to encourage computer buyers and users to act responsibly.

The campaign builds on 2007's initiative to upgrade computers rather than buy new, by offering every customer buying a new computer a part exchange for their old one to then be sold onto customers requiring a lower priced computer. Ryan Francis, Managing Director of Genie Computing, says “The Big Trade-In 2008 is not only about saving the environment and limiting the landfill burden but also saving the customer money by buying their old computer from them and giving it a new lease of life by transferring it to another customer”. The company will also be advising each customer how they can lower their carbon emissions especially by switching their computers off or to hibernate when not in use.

As an ASUS reseller the company is proud to list ASUS' own environmental accolades which include TCO'99 certification which has the strictest standards in EMI (electromagnetic interference), ecology (environmental protection) and ergonomics and energy (battery technology). ASUS notebooks are the world's first portable computers to receive this prestigious honour.

Genie Computing Ltd, the premier family computer centre located in Tonyrefail, South Wales was founded in 2002, and at the end of 2007 its turnover is expected to exceed £1 million. Genie Computing's mission is to make home computing accessible to everyone and because of this provide every customer with the support and advice they need through their freephone support number, free call-out service and the first-class warranty included as standard with every new computer system.