

# Gadgets to GiftCards program Launches Amid Growing Demand for Trade-In and Upcycling Services

*Launched just-in time for the Holidays, Gadgets to GiftCards helps consumers trade in old electronics for gift cards with their favorite retail brands.*

ATLANTA, GA, UNITED STATES, December 2, 2024 /EINPresswire.com/ -- As inflation pressures persist and the holidays approach, more Americans are turning to upcycling and trade-in services to bridge the gap between financial challenges and the rising cost of living. Against this backdrop, [Phobio](#), a leader in device trade-ins since 2010, has launched [GadgetstoGiftCards.com](#), a platform that enables users to trade in unwanted electronics for gift cards to major retailers.



Trade-in and upcycling services like [GadgetstoGiftCards.com](#) and [Trashie.com](#) are gaining traction for their dual role in addressing economic and environmental challenges. By helping individuals extract immediate value from items that might otherwise gather dust, these platforms turn unneeded products into financial resources, often spent on essential goods or gifts.

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*Stephen Wakeling, Founder and CEO of Phobio*

“This trend reflects a larger shift in consumer behavior,” said Stephen Wakeling, Founder and CEO of Phobio.

“People are recognizing the opportunity to solve two problems at once—reducing waste and stretching their budgets. It's consumer behavior meeting its own

consequences head-on, with practical and positive outcomes.”

Once seen primarily as a way to upgrade to the latest devices, trade-in programs are now playing

a broader role in household economics. Platforms like GadgetstoGiftCards.com are making it easier for people to liquidate older electronics and use the proceeds immediately—whether to buy holiday gifts, cover rising grocery costs, or address other financial needs.

Moreover, this behavior aligns with growing environmental awareness. Upcycling used electronics not only reduces e-waste but also lessens demand for the raw materials and energy required to produce new devices.

Trade-in services represent a growing category of solutions that blend sustainability with immediate consumer benefits. According to recent studies, e-waste remains one of the fastest-growing waste streams globally, with millions of devices sitting idle in homes. Programs like GadgetstoGiftCards.com aim to recirculate these products, making them economically and environmentally valuable again.

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