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Service through remanufacture

Sony Computer Entertainment Europe

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SCEE are a global company

- SCEE responsible for marketing, sales & distribution of PlayStation products throughout 98 countries with PAL TV signals
- SCEE buys units from its parent in Japan, SCEI, and sell them to SCE UK, who sell through to retail
- SCEE's territories include Europe, the Middle East, Africa, India, Russia, Australia, and New Zealand



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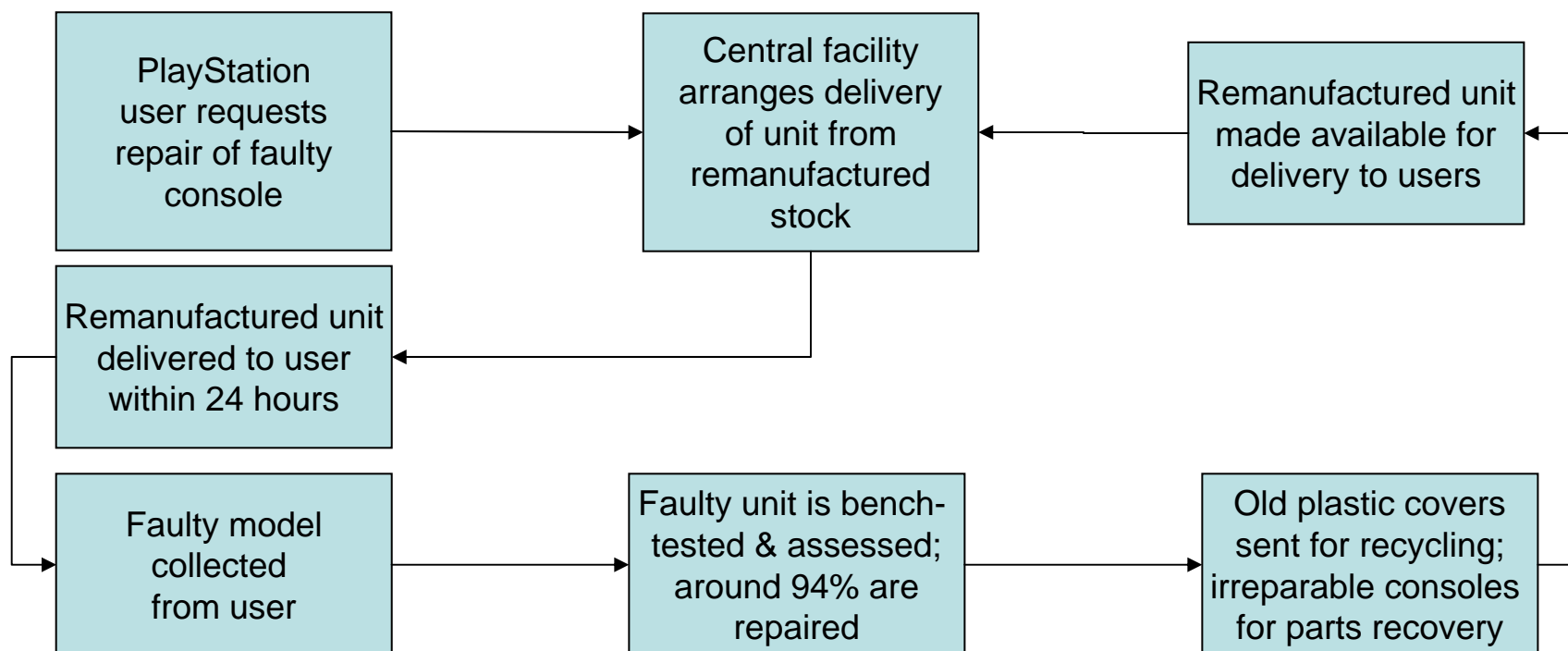
We operate service exchange

- Warranty returns are the responsibility of SCEE
- At the launch of PlayStation in 1994, a service exchange system was set up replacing faulty units with remanufactured models
- This was a radical step away from Sony's traditional model using local service centres repairing units onsite using new parts



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Remanufacturing is key to model





Remanufacturing has advantages

Traditional model	Service exchange model
<ul style="list-style-type: none">No or little quality controlNo economy of scaleNo recovery of defective partsNo recyclingVery expensive for SCEE & customersLong delay for repairCost discourages repair of consolesCustomers must bring faulty unit for repair	<ul style="list-style-type: none">Centralised quality controlCentralised economy of scaleParts recovered for reusePlastic casings recycled into new productsLower cost for SCEE & customersLarge stock & dedicated lines = 24-48h repairCustomers can afford to repair their unitsUnits exchanged at customer's home address



Centres are Europe-wide

INFOTEAM: Cornwall, UK

Sony Pencoed: UK

Sony Alsace: France

UPS: France

Sony Trnava: Slovakia





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Parts are recovered and reused

- 6.8 million components reused from PlayStation and PlayStation2 between 2000 and 2007
- Parts include screws to expensive processing units and mother boards
- Parts are reused predominantly at the centre where they are recovered, avoiding unnecessary international shipping



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Plastic recycled in pens and chair



- Chair designed and manufactured in UK for use in schools and public offices
- One chair = 2.4kg reprocessed plastic
- Type in 'Reechair' on YouTube for more info



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Benefits of remanufacture

- Using economies of scale, expertise, and reclaimed parts of central remanufacturing operations reduces the cost of warranty repairs to an absolute minimum
- Disposal of 40% of irreparable consoles by customers is avoided, saving an estimated 13,000 tonnes of CO2 equivalent releases from new production
- Central consolidation allows plastics of same colour and polymer to be allocated into high-grade recycling applications



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