

INTERACTIVE 3D CONTENT AT REVENDO

How Revendo builds trust in the refurbished device market with 3D

Revendo, Switzerland's market leader in giving electronic devices a second life, wanted to bring the confidence of buying in-store into their webshop. With Binkies 3D, they now showcase devices in multiple cosmetic grades: from brand new to lightly used and even slightly more worn bargain devices in interactive 3D. Aurel Greiner, Founder and CEO of Revendo, shares how this transformation is reshaping the way customers experience refurbished devices online.

The Challenge

Revendo began as a purely online business. "However, we quickly realised that our customers wanted to see and physically interact with the devices before making a purchase," explains Aurel. This insight led the company to open physical stores, but online shopping was still central to their model.

Before partnering with Binkies 3D, Revendo had two "imperfect" options for their product pages: uploading endless unique photos, or relying on plain text descriptions. Neither built trust. "We wanted to recreate this hands-on experience in our webshop. Binkies 3D allowed us to finally present device conditions in a visually accurate and compelling way."

The Solution and Collaboration

To address this challenge without overburdening

their internal team, Revendo needed something more powerful than static images. "With Binkies 3D, customers can now explore a 3D visualisation of a typical device condition," Aurel explains.

Revendo now presents refurbished electronics across multiple levels of wear: brand new, like new, lightly used, and bargain devices with visible wear. "This gives them a much clearer expectation of what they'll receive, helping them to make more informed decisions."

"We're very pleased with the solution we currently have. It's intuitive, fast-loading, and effectively showcases the cosmetic condition of our refurbished devices. It's an excellent first step that already adds great value."

On the integration process, Aurel highlights how smooth it was. Binkies guided them through selecting the right base models, defining realistic wear patterns, and managing the technical setup

entirely. “The collaboration was straightforward and highly effective. Integration was entirely handled by Binkies, which made things incredibly easy for us. There was no need for complex linking or manual work on our side, it was seamless.”

The Outcome

Since going live, Revendo has noticed clear improvements in customer behavior. Shoppers spend more time on product pages, interact more with the 3D models, and approach purchases with greater confidence. “It builds confidence. Customers appreciate being able to preview the kind of wear they can expect. It helps set clear expectations, which leads to greater satisfaction and potentially fewer returns,” Aurel highlights.

Even internally, the tool has become part of daily use, with team members often exploring the models themselves.

Communication with Binkies 3D also proved to be a major advantage. Instead of going through layers of project management, Revendo could connect directly with experts who understood the technology and responded quickly. “Support has been excellent. We always had direct access to people who understood the

technology and could act quickly. That level of responsiveness made a real difference,” he adds.



Aurel Greiner

Founder and CEO
Revendo

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