

# BUSINESS

## Experimax

Many homes in the nation are affected by the widespread phenomenon... deep in a dark, dusty corner... an inactive electronic device sits. The team at Experimax is hoping Coon Rapids residents dust off those devices and bring them in to sell, trade, repair or properly recycle.

Experimax Owner and Manager Anna Dailey is a mother to five children diagnosed with Attention-Deficit/Hyperactivity Disorder (ADHD). When the kids were young, Dailey and her husband were hopeful to stay active at church by volunteering with community projects, even though their kids caused more of a distraction than a help at times.

Dailey says, "We couldn't take them anywhere without destroying things." It was a stressful time that meant they couldn't do traditional service projects, but instead, word got out around the church that Dailey and her husband both had experience with repairing computers. This opened up an unexpected opportunity. They began serving others by wiping viruses off of laptops and repairing computers for those they knew from church. 18 years later, they opened the doors of Experimax where two of Dailey's five kids are now old enough to work on-site, repairing and refurbishing electronics alongside her.

In early 2018, Dailey and her oldest daughter opened the first Experimax in Minnesota, a franchise of a nationwide company with over 200 locations. The store specializes in Apple® devices; iPhones, tablets, laptops and desktops – if

there is life enough left in a device, Experimax will buy it or take it as a trade-in. Most products moving through the store are three to six years old and come from people, businesses and schools. Upon arrival, the team checks the device thoroughly inside and out; searching for liquid damage, assessing screen condition, checking responsiveness, sensors and casing. Equipment is required on-site and most repairs take one to two days to complete. After inspecting and fixing, the device then becomes certified. Similar to how a new home is inspected before buying, every device at Experimax is inspected and certified so that the new owner doesn't come across any surprises or costly fixes. These certified devices are for sale in their shop, for a fraction of the price of new devices. Along with the certified device comes a one-year warranty.

There are times when a computer or phone has lived its fullest life and a repair is not worth attempting. In these cases, Experimax is happy to keep the device out of the landfills and sends the devices off to be properly recycled at no cost, unless the device requires a fee from the State of Minnesota.

Dailey is excited about serving the Coon Rapids community by offering tech support. Customers can also stop in each week for Tech Tuesdays, where Dailey provides a free themed 20-minute training on topics such as parental controls to make devices safe for kids.



### Quick Facts:

- » Address: 13060 Riverdale Dr. NW, Suite 700
- » Experimax is in the process of changing its name from Experimac.
- » Dailey's daughter has recently become the Lead Tech at Experimax and another daughter is a clerk. A third daughter is learning soldering to repair logic boards in the future.