# CTL Acquires 3R Technology to Offer Expanded ITAD Services
## Q&A

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Except where noted, please attribute all answers to Jason Mendenhall, CEO of CTL Corp.

## About the Acquisition

**Q: What are the terms of the deal?**

**A:** CTL has acquired 3R Technology of Kent, Washington. 3R Technology will operate as a wholly-owned subsidiary. CTL will assume ownership immediately, including retaining 100% of 3R Technology's employees, the facilities, R2v3 recycling certification, and NAID AAA data destruction certification. 3R Technology is one of the largest and most innovative ITAD providers in the Pacific Northwest.

**Q: What are the expected synergies?**

**A:** As a global manufacturer of Chromebooks and other ChromeOS devices, CTL serves EdTech and enterprise customers with new devices plus lifecycle services, including the buyback and refurbishment of CTL devices.

CTL + 3R is more than the sum of its parts. The acquisition creates a true comprehensive technology lifecycle organization where CTL can serve every customer's need. CTL expects to realize these synergies and benefits:

- **Complementary to CTL's existing business:** 3R Technology's certified data destruction and other ITAD capabilities will extend CTL's growing list of IT lifecycle services for education and enterprise customers.
- **More buyback flexibility for CTL customers:** With the addition of 3R's certified data destruction, refurbishment, recycling, and resale capabilities, CTL can now buy back nearly any type of IT equipment -- beyond the Chromebook. This enables CTL to be the sole provider of IT end-of-life equipment options for CTL customers.
- **Cost savings for CTL customers:** CTL's customers can sell their used IT equipment back to CTL in exchange for credits on new devices or simply cash back. In this challenging economic climate of inflation and tariffs, this can help keep Chromebook procurement costs lower for schools and districts that are on limited EdTech budgets.
- **Expands capabilities:** 3R Technology's certified data cleansing capability is a new addition to CTL's lifecycle services. Customers can feel confident that any data on any IT equipment will be cleansed and documented per R2V3 and NAID AAA data erasure and destruction standards.
- **Alignment within B Corporation mission, goals, and values:** As one of the few computer manufacturers certified as a B Corp™, CTL embeds sustainability into the heart of its

business innovation. This acquisition aligns well with CTL's dedication to a circular economy for electronic IT devices, in which we refurbish for a second life or responsibly recycle to avoid putting potentially toxic waste in landfills.  Learn more about CTL's commitment to social and environmental responsibility.

Synergies also exist for CTL's new wholly-owned ITAD subsidiary, formerly known as 3R Technology:
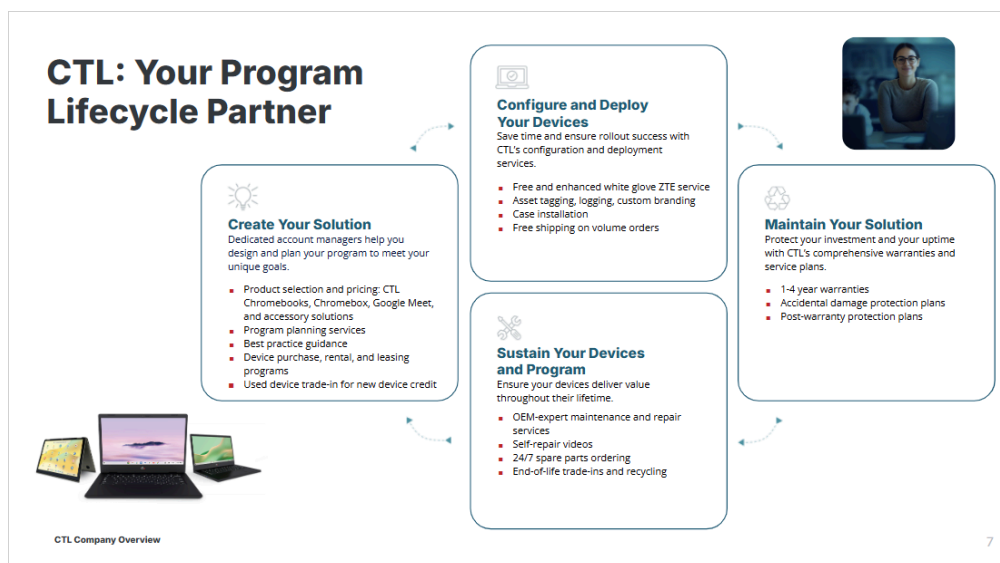
- **Access to serve new markets:** 3R Technology's existing customer base is primarily local businesses and schools that require ITAD services. Through CTL, the ITAD team will now be able to serve K-12 school districts, educational institutions, and businesses nationwide.
- **Additional Chromebook refurbishment capabilities:** By joining forces with CTL, the new ITAD team will be trained to offer additional Chromebook refurbishment and recycling capabilities. In conjunction with the existing certified data destruction capabilities, CTL will now be able to offer more refurbished equipment options to customers.

**Q: How does this support the long-term vision for the combined company?**
**A:** The acquisition of 3R Technology will help CTL achieve its vision: "CTL strives to be a global leader in providing comprehensive, innovative, and sustainable technology lifecycle solutions that empower individuals and organizations to achieve their full potential."

Adding these ITAD capabilities supports CTL's commitment to sustainability, a core mission for the company as a certified B Corp™.

> *"As a certified B Corporation, expanding our ITAD services aligns with our mission of not only creating innovative new cloud computing devices, but also providing sustainable technology lifecycle services. Our vision is to partner with our customers for their entire technology journey in a way that's environmentally responsible," commented Mendenhall.*



CTL: Your Program Lifecycle Partner

**Create Your Solution**
Dedicated account managers help you design and plan your program to meet your unique goals.

- Product selection and pricing: CTL Chromebooks, Chromebox, Google Meet, and accessory solutions
- Program planning services
- Best practice guidance
- Device purchase, rental, and leasing programs
- Used device trade-in for new device credit

**Configure and Deploy Your Devices**
Save time and ensure rollout success with CTL's configuration and deployment services.

- Free and enhanced white glove ZTE service
- Asset tagging, logging, custom branding
- Case installation
- Free shipping on volume orders

**Sustain Your Devices and Program**
Ensure your devices deliver value throughout their lifetime.

- OEM-expert maintenance and repair services
- Self-repair videos
- 24/7 spare parts ordering
- End-of-life trade-ins and recycling

**Maintain Your Solution**
Protect your investment and your uptime with CTL's comprehensive warranties and service plans.

- 1-4 year warranties
- Accidental damage protection plans
- Post-warranty protection plans

CTL Company Overview

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**Q: Are there any regulatory, compliance, or other hurdles?**
**A:** Both companies are private. CTL and its ITAD team are already in the process of renewing the respective B-Corp, R2v3, and NAID AAA certifications.

## How Customers Will Benefit from this Acquisition

**Q: How will this affect CTL and 3R Technology customers?**
**A:** The acquisition is a net gain of service capabilities for both sets of customers.

- **CTL customers can expect to receive more value from CTL as a single-source vendor for comprehensive technology lifecycle services**. The expanded options for IT asset buyback, certified data destruction services, and the ability to apply credit toward new devices will enable us to serve our customers more completely and cost-effectively.

- **The ITAD team will continue to serve its current customers, both national and local, providing the services they depend on.** Over time, this group will offer additional value with the ability to refurbish Chromebooks in addition to other IT equipment.

In terms of a workflow for customers, nothing has changed. Customers should continue to work with both entities as they have previously. CTL and its ITAD team will cross-collaborate on their behalf.

> "For CTL customers, this is a win-win expansion of capability to our comprehensive technology lifecycle offering of services," said Jason Mendenhall, CEO of CTL. "We can now buy back any education or enterprise equipment for refurbishment, resale, or recycling. To promote the circular economy, CTL's customers can receive a trade-in credit toward the purchase of new CTL devices. In this current climate of technology budget challenges, this new offering is timely. By leveraging old IT equipment in exchange for credit toward new devices, schools and businesses can mitigate the effects of economic pressures like inflation and tariffs on the price of new technology."

> "We're thrilled to join CTL in bringing comprehensive technology lifecycle services to schools and businesses," said Glen Gaidos, CEO and owner of 3R Technology. "As a part of CTL, we can now offer service to more markets, including education, on a nationwide scale. Meanwhile, with increased resources, our customers, who we have been serving for over two decades, can expect even more innovative and cost-effective ITAD solutions."

**Q: What customer challenges will this acquisition solve?**
**A:** In schools and businesses worldwide, used IT equipment is accumulating in back rooms, storage facilities, and even offices or cubicles. According to [Polaris Research](#), the ITAD market is growing to service the increasing disposal needs with an anticipated compound annual growth rate estimated at 8.5%, reaching approximately $32B by 2032.

Repurposing this equipment for a second life or responsible recycling delivers a host of benefits to organizations and the environment alike

- **Reducing data security risks.** Sensitive data remaining on discarded devices poses a significant risk of data breaches. ITAD providers like CTL offer certified R2V3 and NAID AAA data erasure and destruction services, ensuring that data is permanently removed to reduce the risk of unauthorized access.

- **Achieving industry regulatory compliance.** Companies and institutions must comply with various data privacy regulations (e.g., GDPR, HIPAA) and environmental regulations related to e-waste disposal. CTL will help these organizations maintain compliance by providing documented processes, certifications of data destruction, and environmentally responsible disposal methods.

- **Mitigating environmental impact.** Improper disposal of electronic waste poses significant environmental risks, including soil and water contamination from toxic substances like lead and mercury, and air pollution from burning. ITAD services properly recycle to avoid pollution and, better yet, refurbish IT assets for a second life either as whole systems or parts, which keeps components in use longer and minimizes the environmental footprint.

- **Reducing logistical complexities.** Managing IT asset collection, transportation, documentation, and processing can be logistically complex and time-consuming for busy IT departments. CTL's ITAD team handles the logistics of asset disposition, tracking, and production of an audit trail to reduce the burden on IT departments and free up company resources.

- **Recovering asset value.** Many schools and businesses may not realize they can reclaim value for their obsolete IT assets. CTL pays customers for this equipment, enabling customers to use credit dollars toward new device purchases or simply reclaim cash.

"We're continually exploring new ways to maximize our customers' budgets, support sustainable technology practices, and ultimately keep affordable devices in the hands of teachers, students, and the workforce worldwide," said Mendenhall. "ITAD is a major challenge we see in the industry, and so beyond providing new technology products, we're helping schools and businesses create an entire IT asset lifecycle solution, for the greater good."