First Take: Cascade Asset Management and Sage Sustainable Electronics Join in First Merger in US ITAD Sector

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By David Daoud: On January 31, 2025, Madison, WI-based Cascade Asset Management merged with Columbus, OH-based Sage Sustainable Electronics. A one-page online post by Cascade suggests that the companies will continue to operate as two independent entities for the time being. This is the first time that a merger has taken place in the industry, while the most recent transactions in the ITAD sector favored acquisitions. Therefore, the morphing of these two companies is not a trivial event, as two critical stakeholders operating in the ITAD sector are merging their resources to boost competitiveness in light of the expanding influence of the likes of Iron Mountain, Ingram Micro, and other companies with sizeable resources. As we expect the two companies to work to push their go-market offensive, we also expect them to leverage more support from private equity firm Closed Loop Partners (CLP), which has made investments into Sage.

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