Issue 7: ITAD Messaging in September, Procurri's Delisting from SGX and the Hyperscaler ITAD Oppotunity

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In this 7th installment of IntelliTAD we address the massive ITAD market in the hyperscalers' data center.This special report, "Hyperscaler ITAD Market Expansion, Segmentation, and Strategic Opportunity," from Compliance Standards LLC, offers the industry's most comprehensive and realistic analysis of the evolving landscape for IT asset disposition (ITAD) in the hyperscale data center segment. Drawing on deep dives into the decommissioning practices, vendor access barriers, and infrastructure refresh cycles of the world's cloud giants-including Microsoft, Amazon, Google, Meta, Apple, NVIDIA, and Tesla-this report provides unparalleled insight into how these technology leaders build, operate, and retire their massive global infrastructure.

The report equips ITAD and recycling firms, investors, OEMs, technology providers, and compliance professionals with actionable intelligence on market sizing, segmentation, hardware flows, and go-to-market strategy. It includes a pragmatic assessment of vendor partnerability and access, detailed leadership grids, SWOT analyses for each hyperscaler, and a candid look at what it takes to break into these accounts-from specialized certifications and on-site capabilities to risk mitigation and global compliance. With strategic recommendations for adapting to tight internalization, regional logistics, audit requirements, and new global ESG mandates, this in-depth study is an essential tool for any executive or commercial leader looking to capitalize on the high-value, high-complexity, and fast-growing opportunity at the intersection of hyperscale IT and asset disposition.

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We also looked at Procurri delisting from SGX. On September 22, 2025, Procurri Corporation Limited was delisted from the Singapore Exchange following its privatization by Exeo Global

Asset Holdings, with shareholders receiving cash and Exeo taking full control. As a global provider of IT lifecycle services across Asia, Europe, and North America, Procurri now looks set to integrate its compliance-driven ITAD offerings with Exeo's established infrastructure business. Compliance Standards expects this move will help Procurri expand internationally and offer deeper enterprise solutions, supported by Exeo's resources and long-term focus.

Finally, in the world of ITAD marketing, we share what we have been tracking, generally for our own research, but we decided to share this time around.

Marketing ITAD: The Main Spotlights of September

At the end of each month, we at Compliance Standards, sift through the marketing of ITAD companies to identify interesting patterns and trends that may be taking place in the industry. Most of the months, things are stable with no major events, but in some months events spike and so we try to document them.

While no major announcement was picked up in the month of September 2025, it was still a relatively busy month for IT asset disposition (ITAD) and lifecycle management companies from a PR/marketing perspective. The industry's messaging post-Labor Day is consistently revolving around sustainability, data security, and market consolidation, and while not new, the September announcements reinforce the importance of these functions in ITAD companies. Usually our monthly checks are for internal consumption to form our views on the sector, but we're please to share with you the major themes that we noticed:

Sustainability Takes Center Stage

Throughout September, sustainability has graduated from marketing and is starting to sound more like a business imperative. For example, SK tes released “Sustainability Reimagined: SK tes at the Forefront of Change,” which highlights their progress toward net-zero carbon and zero-waste operations. ERI’s latest blog dug into how responsible recycling reduces e-waste for organizations and consumers alike. ITAMG echoed similar sentiments, emphasizing that proper disposal cuts toxic waste, meets regulations, and recovers valuable raw materials. CentricsIT got specific in their article, showing how reuse and careful recycling extend device lifespans and reclaim rare metals.

Security and Data Integrity - Always Essential

Even with all the buzz around sustainability, security remains non-negotiable for ITAD. CentricsIT issued a warning to CISOs: don’t overlook strict chain-of-custody and physical safeguards, or risk data breaches. ERI went further, asserting that secure data destruction sits at the heart of responsible e-waste management. From these messages, the consensus appears to say that environmental goals can’t come at the expense of protecting sensitive data.

Circular Economics and Value Recovery

Many September posts focused on maximizing the value of retired IT assets. ITAMG’s guide breaks down how tracking inventory and refurbishing gear unlocks value that might otherwise be lost. In a series of blog posts, Ingram Micro Lifecycle tackled recommerce myths and explained how smarter logistics and return processes boost recovery. Cascade Asset Management encouraged firms to link financial management with ITAD strategy in its FinOps “crawl-walk-run” webinar.

Consolidation and Market Moves

We also saw plenty of news about capital markets and consolidation. Procurri is set to be delisted after Exeo Global Asset Holdings Pte. Ltd. buys the remaining shares; DMD Systems secured a strategic investment from Tailwind Capital; and Iron Mountain upsized a €1.2 billion notes offering to refinance maturing debt. While the debt deal isn’t specifically earmarked for the lifecycle/ITAD unit, it reinforces Iron Mountain’s ability to sustain and accelerate investment in this fast-growing, strategic division. These moves show ITAD service providers are gearing up for scale in an evolving, competitive market.

Humanizing Brands and Company Culture

Lastly, some firms used September to humanize their brands, including introducing new employees, spotlighting current employees. Such employee-spotlight pieces, coupled with sustainability stories, may reflect a broader industry trend towards showcasing corporate values to attract customers and talent.

Taken together, September’s news and releases illustrate an ITAD sector responding to higher sustainability standards, more stringent security demands, and a growing need to extract value from aging equipment. Behind the scenes, consolidation and new investment signal that providers are repositioning for growth where ESG and responsible resource management are now clear competitive edges.

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