Corporate Strategy: Paladin EnviroTech: Strategic Positioning in the Critical Materials Recovery Market

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Eighteen months after its founding, Paladin EnviroTech is targeting rare earths and other metals that conventional refiners don’t currently report or pay out on, an estimated 15 to 22 metals present in e-scrap waste streams. The company’s joint venture with Critical Materials Recycling is scaling rare earth recovery from 40 to 300 metric tons a year, why precious-metals refining still runs through Japan, and where Paladin’s managed-services business fits into its pitch to hyperscalers. This report unpacks the strategy, the execution risk, and what it means for corporate and OEM buyers evaluating Paladin as a partner.

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