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## **CASCADE ASSET MANAGEMENT ANNOUNCES OPENING OF ORLANDO, FLORIDA LOCATION**

*The company's third site in the nation provides secure, sustainable IT asset disposition solutions to Florida businesses and institutions*

**MADISON, WISCONSIN** – [Cascade Asset Management](#) (Cascade), a national leader in providing full-service IT asset retirement solutions to businesses and institutions, announced today it has opened a processing facility in Orlando, Florida, the company's third location in the country. Headquartered in Madison, Wisconsin, with additional facilities in Indianapolis, Indiana, Cascade is a trusted partner offering [secure data destruction and technology disposal](#) for existing clients in Florida, including those in the healthcare, insurance and finance industries.

“Businesses across the country rely on Cascade to provide secure, sustainable solutions when it comes to the reuse and recycling of their IT devices,” said Neil Peters-Michaud, CEO of Cascade Asset Management. “Customers know that when working with Cascade, their sensitive data won't be compromised, their equipment won't end up in a landfill or overseas, and we'll help them generate valuable resale revenue for their retired devices. After 22 years in business, we're thrilled to expand our footprint to better service enterprises throughout Florida.”

Cascade will provide its full range of [industry-leading solutions](#), including logistics, data destruction, resale, recycling and reporting, out of its new location at **4428 36th Street in Orlando**. The 15,900-square-foot facility is equipped to process all types of enterprise technology, including computers, mobile devices, data centers and peripheral hardware.

### **Bringing two decades of industry experience and exceptional customer satisfaction to Florida customers**

Daily operations at Cascade's Orlando location will be led by industry veteran, Vern Hill. With more than 20 years of experience, Hill has been with Cascade since 2001, serving as Field Technician Manager at Cascade headquarters in Madison, Wisconsin. In his new role at the Orlando facility, Hill will guide a team of seven associates, some of whom have also relocated from Cascade's Madison and Indianapolis facilities to help promote continuity of quality and knowledge to the new branch. Cascade expects to add 35 positions focused on technology hardware testing and logistics over the next three years.

Having served customers in Florida for 14 years, Cascade understands local customers' needs and has become a best-practices vendor for businesses in many highly regulated industries.

### **Leading the industry with certifications and recognitions**

Cascade adheres to the highest standards of environmental responsibility, supporting the [City of Orlando](#)'s sustainability goal of achieving zero waste to landfills by 2040 by processing e-waste through the proper disposal channels and ensuring a beneficial future use of materials. Cascade is operating in Orlando with the

same management systems as its facilities in Madison and Indianapolis, with approvals pending for both **NAID AAA** and **e-Steward certifications**.

**NAID AAA Certification** assures compliance with all best practice requirements and numerous laws and regulations requiring protection of confidential customer information, such as HIPAA, FACTA, FISMA, Gramm Leach Bliley and Sarbanes Oxley. **Certified e-Steward processors** adhere to the highest standards of environmental responsibility and worker safety, so customers are protected from the risks of noncompliance. These demanding standards prevent the export of hazardous e-waste to developing countries, protect worker health and safety and ensure customer data is protected and equipment is processed responsibly.

For healthcare, Cascade is contracted to provide comprehensive computer, electronic media and other office electronic asset disposition services to all **Premier** member organizations throughout North America. Government entities can leverage Cascade's contract with the **General Service Administration**.

Cascade is also recognized in a list of 17 vendors highlighted in the 2020 [Gartner Market Guide for IT Asset Disposition](#). **Gartner**, a leading IT market research firm, issues its annual Market Guide for the ITAD industry to provide an overview of important issues for enterprises to consider when developing their ITAD program and selecting a service provider.

“Cascade’s expansion is timely as enterprises nationwide grapple with increasing demand for high-quality asset disposition services in this post-pandemic period,” said David Daoud, Managing Director of Compliance Standards, LLC. “Over the years, Cascade has demonstrated its ability to deliver services that are greatly valued by its clients, as confirmed by its 4.5-star rating of the Compliance Standards’ ITAD Vendor Reputation Rating.”

For more information, visit [www.cascade-assets.com](http://www.cascade-assets.com).

### **About Cascade Asset Management**

Since 1999, Cascade Asset Management has provided comprehensive IT equipment retirement services for businesses, institutions and municipalities across the country. A privately held, family-run company, Cascade operates full-scale processing facilities in Wisconsin, Indiana and Florida, collecting between 200 and 400 tons of computers, office electronics, consumer electronics and test equipment each month.

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