

## **CNE Direct Announces Rebranding, Changes Name to illumynt.**

Brand evolution reflects the blending of data analytics with sustainable technology lifecycle management.

**Boston, Massachusetts. June 15, 2023** – CNE Direct, a global technology lifecycle solutions company, announces that it has completed a major rebranding. The new illumynt brand embodies the blending of AI and data analytics with technology lifecycle management, to deliver smarter, faster, data-driven solutions that spotlight sustainability, security, and value.

Committed to the reuse of technology, illumynt is a sage brand focused on guiding and illuminating the path forward for sustainability-driven organizations. The illumynt name also represents a commitment to delivering sustainable and secure lifecycle management solutions, injecting green intelligence into the lifecycle process, quantifying key decision and sustainability metrics, as well as Scope 3 emissions.

“The new illumynt brand reflects the evolution of our brand and organization, bringing a unique approach to technology lifecycle management,” stated Omur Bagci, CEO, illumynt. “This unique and fresh approach infuses machine learning and data analytics into one platform that enhances the value optimization equation.”

“When CNE was founded over 21 years ago, I could not have imagined our vision to safely reuse technology would evolve into an advanced, data-driven platform focused on driving sustainability for refurbished electronics,” stated Paul Knight, Founder & Chairman, illumynt. “I look forward to our next chapter as the new illumynt brand continues to disrupt and innovate technology lifecycle management.”

The new illumynt name and branding build upon CNEs industry leading reputation as a flexible and responsive technology lifecycle partner. The company's ownership structure has not changed. For more information on the rebrand visit [www.illumynt.com](http://www.illumynt.com).

### **About illumynt**

Illumynt (founded as CNE Direct in 2002) is a privately held, global technology lifecycle solutions provider, focused on the secure and sustainable reuse of technology equipment. illumynt brings a unique approach to technology lifecycle management, infusing machine learning and data analytics to provide predictive outcomes that achieve maximum sustainability, security, and value.

For more information visit [www.illumynt.com](http://www.illumynt.com), or follow us on LinkedIn at <https://www.linkedin.com/company/illumynt>

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