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True Colors: ER2 Sets a New Course with a New Vision

A look inward creates a bolder outward look and vision for the next chapter for the technology solutions company

MESA, AZ (January 2022) - Perhaps you've noticed a different look to the ER2 website, and the changes go far beyond the visual impact. ER2 announced a new vision and in turn changed its look to reflect it, signifying a new focus on who they are and what business will look like starting in 2022.

"Initially, when we started out, as most new companies do, we tried to be what we thought our customers wanted us to be in order to build the business, and it worked, for the most part," CEO Chris Ko explained.

"Our vision was to 'Be Responsible,' which was truly what we wanted to be for our clients and community. However, as we started to build our identity, we realized we were passionate about helping others be everything they were intended to be. This sparked our new vision of 'Empower Uniqueness.' We believe we can be that catalyst and enabler of our partners, team members, community and environment to be the unique creations they are. We do this through making their lives easier and simpler so they can focus on what they are passionate about and what matters most to them."

He added, "We decided to take a chance and be vulnerable and say, 'This is who we are, we hope you love us.' We view our partners as true partners, not just clients. As our authentic selves, our partners can choose to see if they align with who we really are."

As things stood in 2021, Ko felt the brand wasn't expressing this focus as much as it needed to, which set the change in motion. Taking the perspective of their partners and how they described their interactions with ER2 helped in part to shape where the rebrand would lead. "We heard that we make things simpler, easier, that we're fun, that details matter and how we serve our partners is our most important focus, which wasn't reflected in the look and feel of our brand," he explained.

“ER2 was built and created because we wanted to be an example of what it looks like to be generous to your people, and your community, and still provide world-class service. We believe that you can have all of those without sacrificing any of them. At the same time providing an environment for whoever we engage with that conveys that we are a safe place, where people are valued, loved, encouraged and known,” Ko stressed.

This investment has led to numerous awards and recognition, including three consecutive years as a *Forbes* Inner City Fastest 100 Growing Business, repeat appearances in the top 10 *Business Journal* Best Places to Work, and *Inc Magazine*'s Fastest 5000. Year over year growth (44 percent average for the last 3 years) has also been a by-product of ER2's focus on values, even before the rebrand.

As Ko emphasized, “We're excited to share our genuine heart with the world in hopes of finding more partners that believe in us as much as we believe in them.”

About ER2:

ER2 was founded in 2011 and specializes in **innovative technology life cycle solutions**, catering to Fortune 1000 clients. We understand that when large organizations manage their technology assets, it can be complicated, costly and high risk. We simplify the entire process and make it affordable and secure, giving our partners the ability to manage their technology efficiently and confidently. While at the same time, donating technology on our clients' behalf to help bridge the technology divide in underprivileged areas. We operate across the country, with facilities in Mesa and Phoenix, AZ; West Sacramento, CA; Houston, TX; Omaha, NE; Tampa, FL; and Memphis and Nashville, TN.

At its core, ER2 desires to be a socially and environmentally responsible company that provides its partners world-class, complete IT asset management services from installation to deployment. Simultaneously, ER2 acts as a conduit to its partners, enabling them to make a positive impact in their community and environment.

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