

ITAD Innovator Apto Solutions Expands With New Bay Area Hyperscale Facility

Industry veteran Jason King to lead new location, with added capabilities and flexibility to better serve hyperscale Silicon Valley clients

Furthering its mission to help promote [circularity](#) within the industry, IT asset disposition innovator [Apto Solutions](#) is announcing an exciting expansion with its new facility in California's Bay Area. This latest location will join existing facilities in Austin, TX and Atlanta, GA, to better serve the technology companies of Silicon Valley with Apto's signature approach to sustainability, security and transparency.

Established in 2001, Apto has emerged as an award-winning ITAD solutions leader, trusted by financial and technology companies, as well as OEMs. They offer clients comprehensive services – data destruction, value recovery and sustainable asset disposition that avoids landfills – and the ability to track assets in real time with their proprietary [Pulse platform](#).

Now, with the addition of their newest outpost – replacing an existing SF satellite – Apto will be more centrally located within Silicon Valley, closer to key businesses in San Francisco and able to meet any client needs. Accordingly, the Bay Area hub will be equipped to handle every type of electronic asset that customers use, from mobile devices to end user computers to hyperscale data centers - an area that is in a constant state of refresh, requiring ITAD facilities ready to process full truckloads of servers on a daily basis. "For all of our facilities, we have been able to build specific processing lines for each type of equipment that can scale with our customer needs," says Apto CEO Jeffrey Jones. "Our business increasingly requires flexibility, so we have evolved to provide just that. Our latest facility is a part of that evolution."

Apto will also apply insights from their recently piloted circularity project - testing new models for recycling and reuse with the goal of lessening environmental impact. "We were able to use data to track the circular application of the recycled materials from electronic waste into new raw materials or products," explains Jones. "Taking what we've learned, we're now deploying those lessons company-wide in all of our facilities with the goal of tracing the circularity for every asset a customer sends. Our hope is to provide that vital data to our customers so that they can improve their own processes toward building a better world."

Leading the Bay Area facility will be Director of West Coast Operations Jason King, an ITAD industry veteran with almost two decades of experience in managing operations for some of the world's largest tech companies. For Apto, the new facility not only represents an affirmation of their investment in one of the country's most innovative, vibrant technology hubs, but a changing tide in asset disposition. "This is an exciting time for our industry, with businesses across industries making a firm commitment to sustainable practices when it comes to e-waste," continues Jones. "But these companies need help - expert partners with experience dealing with hyperscale clients and the ability to grow and adapt to meet the changing needs of an industry in flux. It's the reason why I started Apto in the first place - to provide new, more effective ways to deal with the electronics that have become so integral to our lives. And now, with our expansion, we can make a greater impact, for their businesses and the planet. "

About Apto Solutions

Apto Solutions is an industry leader and innovator in IT Asset Disposition (ITAD) services with established authority in minimizing environmental, data, and financial risks by consistently maintaining the highest ITAD standards and certifications attainable. Since 2001, our passion for reducing clients' environmental footprint has driven our spirit of innovation, allowing our partners to discover and embrace the circular economy. Over the years, we've demonstrated a strong track record of performance for technology manufacturers, global Fortune 500, financial institutions, and data center providers. Apto is certified by e-Stewards and NAID AAA. Visit aptosolutions.com for more.