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Circular Economic Surplus Asset Management (CE-SAM) Program: The Emerging Business Trend That's Transforming the Environment & Corporate Profitability

Temecula, CA | September 26, 2022 – The disruptive entrepreneurs at REUZEit have pioneered a new way for businesses to dramatically reduce their negative environmental impact while recovering significant returns on their capital investments, at zero net cost. Their business model is extending the life of capital investments through their approach which they call the Circular Economy (“CE”).

The concept of the Circular Economy is simple. Instead of discarding lab equipment in the linear economy, where consumers simply send discarded products to the landfill, REUZEit makes it easy to redeploy, resell, and procure assets to prevent large-scale waste.

REUZEit primarily works with firms that own and manage hundreds or thousands of pieces of equipment throughout their organization. Given the size of these businesses, they often find themselves with surplus assets. CEO and CIO Justin and Ryan Andrews saw this need, and created surplus asset management systems (“SAM”) to give companies the insights they need to take control over the thousands of pieces of equipment throughout their organization.

“Profitability and environmental sustainability are not mutually exclusive, and our approach is clear proof”, says CEO Justin Andrews. “We deliver unheard of financial outcomes to company stakeholders while making a substantial impact on corporate sustainability goals. If that wasn’t good enough, we do all of this at zero net cost. What more could any business leader ask for?”

In their latest report “Circular Economic Surplus Asset Management - CE-SAM: a Game-Changer”, REUZEit outlines the dramatic financial and environmental benefits of combining the Circular Economy and Surplus Asset Management (“CE-SAM”).

Financial Benefits of CE-SAM

- Applying CE-SAM to the ultra-low temp freezer industry could save consumers up to US\$156 million per year by 2027.
- Applying CE-SAM to the mass spectrometry industry could save consumers up to US\$2.4 billion per year by 2030.

Environmental Benefits of CE-SAM

- CE-SAM principles (extending the lifecycle of equipment by redeploying/reusing aged assets) can reduce GHG emissions by up to 2,300% compared to recycling the assets.
- Applying CE-SAM to the ultra-low temp freezer industry could reduce CO2 equivalents by 1.3-3.2 million kilograms each year compared to newly manufacturing replacement assets
- Applying CE-SAM to the mass spectrometry industry could reduce CO2 equivalents by 285k-1.2 million kilograms each year compared to newly manufacturing replacement assets

Presently REUZEit is deploying CE-SAM at leading companies in the biotech, pharma, and specialty lab spaces, but the opportunity for growth is unlimited.

Read “Circular Economic Surplus Asset Management - CE-SAM: a Game-Changer”

www.reuzeit.com/ce-sam

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Opportunities for interviews, photography, and video are available.

About REUZEit

REUZEit offers the world’s largest B2B circular economic platform to manage technology’s most valuable equipment in the life sciences, pharmaceutical, and medical industries. We aim to help these businesses succeed in both productivity and sustainability, while also prolonging the life of electronics that would otherwise end up in landfills.