

**Dynamic Lifecycle Innovations**

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FOR IMMEDIATE RELEASE

**DYNAMIC RECYCLING CHANGES COMPANY NAME TO DYNAMIC LIFECYCLE INNOVATIONS TO REFLECT FULL SCOPE OF SERVICES**

***Dynamic Recycling, Dynamic ITAD, and Minnesota Computers become solutions and services under Dynamic Lifecycle Innovations brand***

**ONALASKA, WIS. (August 2, 2018)** – **Dynamic Recycling**, a full-service electronics and materials lifecycle management corporation providing solutions for IT asset disposition (ITAD), electronics recycling, legislative compliance, product refurbishment, remarketing and resale, metals recovery, and data security, today announced that the company's name has changed to **Dynamic Lifecycle Innovations**. The new Dynamic Lifecycle Innovations brand will encompass all of the company's locations and divisions, including its flagship, Dynamic Recycling; its IT asset disposition division, Dynamic ITAD; and the IT hardware sales corporation Minnesota Computers.

"The Dynamic Recycling brand has served us well for 11 years. With that, it no longer best represents all of the value we offer our customers," says Miles Harter, Dynamic Lifecycle Innovations CEO. "E-recycling was just the start. The Dynamic Lifecycle Innovations name better reflects our dedication to providing our clients customized, secure, and cost effective solutions for all stages of the IT lifecycle, including e-recycling, materials recovery, refurbishment, or decommissioning outdated IT assets."

Dynamic's former divisions will now become solutions and services under the Dynamic Lifecycle Innovations brand including e-recycling, ITAD, materials recovery, legislative recycling and program management, IT hardware sales, logistics, and consumer returns/reverse logistics. With this centralized focus as a fully integrated electronics and materials lifecycle management company, Dynamic Lifecycle Innovations can design, implement, and manage a wide variety of completely customized and fully-compliant solutions for its customers, giving them confidence that their assets and data are handled responsibly and securely.

Curt Greeno, president of Dynamic Lifecycle Innovations, emphasized that while the name has changed, the company's mission, core values, and dedication to safeguarding customers and the environment remain the same. "As Dynamic Lifecycle Innovations, our commitment to excellent customer experiences, diligence in our processes and practices, and protecting the environment will continue to guide us, just as they have since day one. Our team members maintain their dedication to living our values and serving our clients, while constantly striving to be better and do better. More than ever, our customers can have absolute confidence that Dynamic will get the job done right."

For more information on customized electronics and materials lifecycle management strategies from Dynamic Lifecycle Innovations, visit the company's new Web site at [www.thinkdynamic.com](http://www.thinkdynamic.com). To explore career opportunities at any of the company's three locations and find out how to join the Dynamic Lifecycle Innovations team, please visit [www.thinkdynamic.com/careers](http://www.thinkdynamic.com/careers).

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### **About Dynamic Lifecycle Innovations**

Dynamic Lifecycle Innovations is a full-service electronics and materials lifecycle management corporation providing solutions for IT asset disposition, electronics recycling, legislative compliance, product refurbishment, remarketing and resale, metals recovery, and data security with locations in Onalaska, Wis.; Nashville, Tenn.; and Minneapolis, Minn. The company creates customized service packages designed to safeguard its customers' sensitive data and protect the environment from e-waste and other pollutants. Since its inception in 2007, Dynamic has become an industry leader by constantly refining its services and processes with new insights in materials lifecycle management.

Dynamic Lifecycle Innovations strives to foster authentic, meaningful relationships with clients, maximize their value recovery, ensure their assets and data are properly disposed of, and deliver the security they need to know the job is done right. Dynamic's goal is to create an exceptional experience with every customer interaction and deliver top-quality services with passion, integrity, transparency, and environmental responsibility. For more information about Dynamic Lifecycle Innovations, visit the company's Web site at [www.thinkdynamic.com](http://www.thinkdynamic.com).