



## PRESS RELEASE

# EOC Group and Shark Solutions announce Strategic Partnership for the implementation of PVB dispersion binder in Carpet Backings

**Oudenaarde, 12/3/2024** – In a joint effort towards **sustainability and recyclability**, the EOC Group and Shark Solutions have united their expertise to introduce a solution for utilizing post-consumer materials in carpet pre-coat and backings. The EOC Group is proud to announce its' **exclusive partnership for Europe and Turkey** with Shark Solutions for the **distribution of PVB dispersion made from recycled windshields and architectural glass as a binder in carpet pre-coat and backings**. This innovative approach not only diverts PVB from landfills and offers a sustainable alternative for the carpet industry, but also offers many advantages technically, health wise and much lower CO<sub>2</sub> print compared to virgin binders.

### About EOC Group

EOC Group, headquartered in Belgium, is a family-owned **producer of a wide variety of chemical products**, serving diverse markets worldwide. They have a rich history dating back to 1948. Initially focusing on foam rubber for mattresses, EOC Group transitioned to compounds for the carpet industry in the early 1960s. Today, the company operates across various markets while maintaining a strong commitment to their roots in the textile industry. They go far beyond the production of raw materials. With a dedication to act sustainable, EOC Group's textile division continually seeks to **enhance textile backing solutions through customized approaches and technical expertise**.

### About Shark Solutions

Shark Solutions is a **Danish headquartered cleantech company** founded in 2005 with factories in both the USA and Europe. The company produces, among other, **sustainable PVB binder**, which they extract from laminated broken car windows or architectural glass. Shark Solutions currently supplies primarily to the floor and paint industry, where their products replace traditional binders without compromising quality and still maintain competitive and stable pricing.

"We are excited to collaborate with Shark Solutions on this path towards sustainability in the world of carpet," says **Piet Tytgat, Sales Director Textile Chemicals of EOC Group**. "By using the many advantages of PVB as a dispersion binder for carpet pre-coat and backings, we are **setting new standards for environmental stewardship in the carpet industry**. This partnership also strengthens each other, as EOC brings its expertise and position in the European carpet market, while Shark Solutions stands out as THE pioneer in PVB production. "

In their shared commitment to driving positive change by utilizing recycled materials and pioneering green solutions, both companies are paving the way for a more sustainable future in the carpet industry.



For more information about the partnership and the use of PVB in carpet backings, do not hesitate to contact [piet.tytgat@eocgroup.com](mailto:piet.tytgat@eocgroup.com)

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