

Enviro receives EU trademark approval

Enviro has received approval of the brand EnviroCB by the EU's intellectual property authority EUIPO. As a valid EU trademark, EnviroCB is protected in all 28 EU countries.

“Enviro is so far the only company in the world we know of that supplies recycled carbon black to the automotive industry's premium segment. A registered trademark streamlines the process to establish our carbon black as a sustainable and profitable alternative to virgin carbon black in other industries and markets”, says Thomas Sörensson, CEO of Enviro.

With the registered trademark EnviroCB, Enviro can now create a market standard for their already commercially used and recycled carbon black.

“This brand increases market awareness of the product and will be a good tool selling our recycled carbon black on a larger scale and on new markets. It also makes it easier to see how valuable it can be to invest in tire waste.”

Besides having a standardized quality brand for the carbon black to meet customer and market demands, the EU trademark also expands Enviro’s portfolio of intellectual property assets.

“Obviously, this strengthens our position as market leader in recycled carbon black. It is positive for both current and future negotiations on recycling facilities”, says Thomas Sörensson, CEO of Enviro.



Thomas Sörensson, CEO of Enviro

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