

# Black Bear appoints Victor Vreeken as CEO

**Eindhoven, NETHERLANDS, 13-08-2021** Black Bear announced today the appointment of Victor Vreeken as CEO, who will start effective immediately as successor to Silvio Ghyoot who decided to leave Black Bear to pursue opportunities outside the company. We are grateful for Silvio's efforts in the last two years, preparing the company for the next phase of growth.

Victor Vreeken (48) is holding master degrees in Mechanical Engineering, Chemical Engineering and Business Administration (MBA). Before joining Black Bear, Vreeken spent over 8 years at Avantium, active in the emerging industry of renewable and sustainable chemistry. Most recently he was Chief Operations Officer for Renewable Polymers business within Avantium. Prior to that he held various positions at DSM both in operations and commerce. Vreeken joined Black Bear Carbon in January 2020 in the position of Chief Technology Officer.

Black Bear Chairman of the Supervisory Board Koos Breen: "We are very pleased to have Victor Vreeken as successor from within the organization, to further lead the roll-out of Black Bear's technology. At the same time I want to thank Silvio for all his efforts last two years. Silvio guided the company through a difficult period. Under his leadership the company has taken the next step in professionalization"

Victor Vreeken: "I am excited to take this role and work with such competent and capable team to develop the company further. Black Bear is ready to roll-out its technology for recovering carbon black from end-of-life tires and realize that significant contribution to the circular economy."

### **About Black Bear**

Black Bear is a green, recovered carbon black (rCB) manufacturer that produces carbon black using end-of-life tires instead of fossil oil as a resource material. Black Bear chooses to change the industry with breakthrough technology and with passionate people; because we believe that we can save considerable amounts of CO<sub>2</sub> in the carbon black market, solve the waste-tire problem and operate a profitable business at the same time.

Carbon black is a crucial component in rubber, plastics, inks and paints and is used to modify their properties into usable products. Almost everything that you see around you that is black in color has carbon black in it. Current manufacturers produce carbon black by combusting oil (the "furnace process"), emitting CO<sub>2</sub> and thereby polluting the environment. Black Bear recovers carbon black from used tires in a clean and sustainable way.

## PRESS RELEASE



Black Bear plans to lead the transition towards a circular economy for tires by rolling out hundreds of tire upcycling plants with local partners around the world, focusing on Europe for its next plants. When it reaches its full potential of repurposing every end-of-life tire with its circular solution, Black Bear will reduce global annual oil consumption by more than 215 million barrels. After 6 years of testing and 2 years production experience, Black Bear is now ready to roll-out its concept worldwide and start producing on large commercial scale.

For more information, contact:

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