

PRESS RELEASE

KOB



KOB: Innovative water filtration solutions



COP 28: KOB conquers the Middle East conservation

With the 28th UN Climate Change Conference taking place in Dubai until 12 December, and the effects of global warming becoming increasingly visible, KOB intends to export its innovative water filtration solution and convince manufacturers in the Middle East...

With SANDBAG®, their hydro-economical filtration solution based on recycled glass, the French-based start-up aims to reconcile ecology with industrial challenges. This unique solution, devised by engineers and experts in industrial engineering, can be used in virtually all water filtration systems for ponds (swimming pools, fountains, etc.), agricultural irrigation systems or as pre-filtration for desalination systems. Made from a recycled material of a specific shape and size, bagged in a recycled material, SANDBAG® offers substantial water savings (up to 90%) compared with existing filter media on the market. All these technical features and benefits led KOB's managers to turn to the Middle East to offer not only their SANDBAG product, but also the means to produce it locally.



Both the United Arab Emirates and Saudi Arabia are among the countries with the fewest water resources in the world, and are also major importers of sand for water filtration applications. It was with this in mind that the start-up appointed a business manager in November, to spearhead the future establishment of a development team in the Middle East.

The aim? To promote their water filtration solution in order to contract manufacturing partnerships for SANDBAGS under licence with local manufacturers.

SANDBAG production units have the specificity of being able to bring a low-carbon glass recycling solution and can be installed as close as possible to waste collection areas, anywhere in the world. In short, it's an infinitely adaptable solution for saving sand, water and energy resources, which is fully in line with the strategies of the governments that are defending their action plans to limit global warming in Dubai these days.

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KOB : A unique know-how

Founded in 2019, Toulouse-based KOB sees itself as an industrial company specialising in recycling glass for use in innovative water filtration solutions. Behind this ambitious project are engineers, financiers and marketing specialists who share the same conviction: to preserve natural resources while developing a circular economy model around the glass recycling industry. Because glass is one of the world's most environmentally damaging materials, and because its recycling deserves to be rethought, it is at the heart of the concerns of the KOB teams. With this in mind, the company came up with the innovative filtration product **SANDBAG®**, the result of three years of research and development.

Conventional filter media, used in sand filters found in the vast majority of water treatment plants, require frequent backwashing to clean them and prevent clogging. With the **SANDBAG®** solution, the need for backwashing is reduced or even eliminated. Millions of cubic meters of water can be saved by extending the use of KOB's solution to the many sectors concerned by this innovation: individual and collective ponds, agricultural irrigation, industrial water recycling, etc.

The approach is both local and eco-responsible, since the glass is collected from companies and industries that are not part of the traditional recycling circuit. As for the **SANDBAG®** production unit, it has been deliberately designed so that it can be reproduced as close as possible to the collection areas in France and around the world, as part of a short circuit within the cities themselves.

After installing its world first recycling unit to produce its **SANDBAG®** in France, KOB addresses the International market where it hopes to conclude manufacturing agreements under licence for its filter product with strategic partners. From 2024, its international ambitions will be focused on territories where solid waste recycling and water resources are part of national sustainable development strategies.



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