**PRESS RELEASE**

**PRESS RELEASE: Noise barriers made from recycled materials will now be connected with Egoé Holding and REC Group.**

**The foundation is recycled material from old tires. Coupled with a design that allows for artistic processing and sensitive integration into the surrounding environment. These are soundproof walls produced under the name noba—a testament to the fact that a successful product can emerge from the combination of waste and creativity. The company responsible for its production and sale will now be REC Group and the Egoé holding, both of which are represented in the venture.**

The soundproof walls noba were developed by Egoé and have been in production since 2016. The key to this unique solution, offering above-average acoustic performance, lies in absorbers made from recycled rubber. This material is produced by the Gelpo company, a part of the REC Group structure. Individual panels are also pressed in operation in Uherský Brod. The final assembly takes place at Egoé's facility in Bílovice. This production layout will continue to be implemented.

**Egoé noba**

The consolidation of all activities related to the production and sale of soundproof walls into the joint company Egoé noba s.r.o. aims to simplify the entire production process, bring greater efficiency, and achieve synergy by connecting the business activities of both groups. The partners in this venture are Egoé plus and REC Group. The economically and personnel-strong company's ambition is to continue supplying the road and rail networks in the Czech Republic and Slovakia. The current team is transitioning entirely to the new company, with Egoé plus holding guarantees for already delivered and ongoing projects.

**A wall that connects.**

The basic design of the noba soundproof walls is inspired by the graphics of digital displays. This allows for artistic processing and, consequently, sensitive integration into the surroundings. The design can be proposed by designers, as well as local artists or children. By allowing the local community to influence the appearance, the noba panels are referred to as a wall that does not divide but connects. Additionally, it is the only soundproof system that has received the Red Dot Award for designers.

**About the partners**

**REC Group** is based in Staré Město and comprises several companies that together provide comprehensive waste management services—collection, disposal, recycling, and the production of final products with applications not only in the Czech Republic but also in global markets. Other services include environmental consulting and education. REC Group is also the implementer of the Kovozoo project, one of the most visited tourist attractions in the Zlín region.

**Egoé**, headquartered in Bílovice near Uherské Hradiště, focuses on projects in transportation infrastructure—designing and manufacturing station canopies and soundproof walls. The company's projects are realized in the Czech Republic, Slovakia, Poland, Switzerland, and Germany. In addition, Egoé has its own portfolio of furniture and other products, including outdoor furniture and residential installations for vehicles. Egoé is the driving force behind the Pole design platform, addressing outdoor space and industrial design topics.