

Comprehensive Solution to the Climate Issue: PYREG's NetZero Technology Conquers the American Market

The German pioneer of biochar production finds a US subsidiary and gains an internationally accomplished CSO and managing director with American Robert Kovach

Dörth / Portland, April 4, 2022: PYREG GmbH, a world market leader in building high-tech plants that produce CO₂-binding biochar, is founding a subsidiary company in the USA. American Robert Kovach has been named managing director and will lead the newly formed subsidiary in Portland, Maine. He will also take on the newly created position of CSO.

[PYREG](#) makes this move in response to the growing demand for its CDR technology (carbon dioxide removal) in the United States. PYREG's state-of-the-art NetZero technology removes CO₂ from the atmosphere and permanently binds it in the form of biochar. "The USA is a major growth market for PYREG. We are seeing a lot of interest here in our biochar production technology as a scalable option for removing CO₂ in industrial processes and scales. North America also has an enormous area of forested land with a high level of biogenic residues, which can be carbonized in a climate- and environmentally-friendly way with our plants," explains Jörg zu Dohna, CEO of PYREG GmbH. In addition to a first sewage sludge plant in Redwood, California (Silicon Valley), which has been in use since 2017, another five will be installed in the US in 2023. Two biomass PYREG plants will be put into operation in the State of Maine by 2023. These two plants will generate a carbon removal of 3,000 tonnes of CO₂ from the atmosphere each year.

The patented carbonization technology gives companies the opportunity to minimize their CO₂ footprint, while also closing their material cycles. By recycling biogenic residues with a PYREG plant, approximately 3 tons of CO₂ are bound per ton of high-quality biochar produced. If this biochar is fed into a permanent carbon sink (for example, as a soil conditioner), recyclers can even generate carbon sink certificates for biogenic residuals and trade them on the voluntary carbon market.

The company's new American subsidiary is managed by 51-year-old Robert Kovach. As Vice-President of Sales & Marketing as well as the previous Director of Business Development & Global Key Accounts at the Seda International Packaging Group, Kovach has 20 years of sales management experience in the fields of packaging, electronics and industrial automation. "We have found an

excellent sales specialist in Robert Kovach. Our customers in the industry will appreciate his experience in the areas of sustainability, recycling and packaging material utilization. He takes a pragmatic approach to the requirements of decarbonization and understands the outstanding potential of our NetZero technology,” says PYREG CEO Jörg zu Dohna.

“The targets of the Paris Agreement can only be achieved by actively removing CO₂. This requires a global effort, and the USA will play a major role in this. With its award-winning ‘made in Germany’ NetZero solution, PYREG already offers a proven win-win technology. Besides active CO₂ removal, PYREG’s plants also provide industrial users with a sustainable solution for utilizing their residual materials. I look forward to conquering the American market with PYREG’s engineering expertise,” says Robert Kovach.

[PYREG GmbH](#) is a German NetZero Tech company and a pioneer in the field of CO₂ removal (CDR) through sustainable solutions in waste disposal management. The mid-sized machine manufacturer from the Hunsrück region was founded in 2009 as a university spin-off. Today the company employs 85 people.

With its high-tech machines, the company offers a scalable and cost-effective solution for safely and permanently binding environmentally harmful CO₂ in the form of beneficial biochar. The targets of the Paris Agreement can only be achieved by implementing such negative emissions technologies.

PYREG is a world market leader in carbonizing organic waste (biomass, sewage sludge, etc.) into EBC-certified biochar – a process that simultaneously produces regenerative heat. Used as a soil conditioner or in other permanent material applications, biochar creates a natural, safe and long-term carbon sink. The amount of CO₂ bound by PYREG’s plants can be certified and traded.

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