



## Circeaulair to appear on Soudal Quick-Step Tour de France jersey

**Have you spotted it yet? There's a new addition to the jerseys and bib shorts of the men's cycling team Soudal Quick-Step and the women's team AG Insurance Soudal. The logo of Circeaulair will be riding along with the teams during the complete period of the Tour de France and Tour de France Femmes!**

The cycling team Soudal Quick-Step will embark on their Tour de France journey this weekend with new jerseys. This year's Grand Depart will take place in Florence, the birthplace of the Renaissance and a city that is noted for its culture, art, and architecture, as well as its dialect. The region's most famous son is without any doubt the great Leonardo da Vinci, who was born around 50 kilometers from Florence.

Da Vinci produced an incredible number of notable pieces of art, engineering, sculptures, and pieces of architecture, but he was also a theorist, with one of his more well-known concepts being **'Water is the driving force of all nature'**. It is therefore fitting that, while in the home of da Vinci, the logo of Circeaulair will be displayed, which is aimed at helping businesses make the switch to recycled water.

Circeaulair is a joint venture between Ekopak Sustainable Water (also official jersey sponsor) and the Belgian infrastructure fund EPICo<sup>2</sup>. **The goal of Circeaulair is to disconnect the industry of the drinking water network and pursue circular water use.** By prominently featuring the company's logo at this year's Tour de France, Circeaulair aims to leverage this high-visibility partnership to enhance awareness and foster brand visibility across Europe.

Speaking of the change of logo, Pieter Loose, CEO of Ekopak and founder of Circeaulair said, "The visibility provided by our partnership with Soudal Quick-Step at the Tour de France is invaluable. With millions of viewers tuning in from around the globe, it is an opportunity to highlight the critical issue of water sustainability and to engage a broad audience in our mission to transform industrial water use."

This was reflected by Soudal Quick-Step CEO Patrick Lefevre, who said "Since we started to work with Ekopak several years ago, we have been impressed by their commitment to water conversation and we have learned a lot from them. The Circeaulair project demonstrates even further their commitment to innovative thinking and leading the way with water management, which makes complete sense for the industry to implement. We will be proud to wear their logo during this year's Tour de France."

*End of press release*

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## About Circeaulair

Circeaulair was founded in 2023 as a joint venture between Ekopak Sustainable Water and EPICo<sup>2</sup>. Circeaulair is a new concept that provides companies and business parks with circular water. In concrete terms, the effluent (or treated wastewater) coming from the local wastewater treatment plant (WWTP), is converted into process water for industrial purposes. This is done through a water treatment installation which Ekopak will install close to the WWTP. From here, a new pipeline network will be created transporting the process water directly to the company or the business park. This pipeline network will ensure the supply of recycled process water. Circeaulair enables companies to arm themselves for the future. Ypres and Harelbeke are the first towns in Belgium where Circeaulair will be kicked off.

Circeaulair is also one of the selected investment projects within the Belgium Blue Deal Context and has managed to obtain a subsidy of 2.6 million euros within the context of the “Blue Deal Circular Water wastewater treatment plants effluent reuse”.

More information: [www.circeaulair.be](http://www.circeaulair.be)



## About Ekopak Sustainable Water

Ekopak is a Belgian company specializing in circular water solutions. Ekopak's solutions offer industrial customers the opportunity to significantly reduce their water consumption from the water mains network in a sustainable, dependable, and cost-effective manner. To this end, Ekopak focuses on optimizing water consumption with container water treatment units that convert off-grid water sources, such as rainwater, surface water, and/or waste water into purer water that can be used and reused in the customer's industrial processes.

All Ekopak shares are listed on Euronext Brussels (ticker EKOP).

More information: [www.ekopakwater.com](http://www.ekopakwater.com)

## About EPICo<sup>2</sup>

EPICo<sup>2</sup> (European Projects Investment Company) is an infrastructure fund from the Benelux which invests in socially relevant infrastructure projects. EPICo<sup>2</sup>, with the Flemish investment company PMV as investor, invests in the development, construction and operation phase of infrastructure projects and companies in the Benelux or elsewhere in Europe. It focuses on socially relevant themes such as energy transition, digital transformation and sustainable mobility and transport.

More information: [www.epicofund.eu](http://www.epicofund.eu)

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