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## Spot On for Climate Protection!

### Evonik launches next stage of its campaign "This is what climate protection looks like": PLEXIGLAS® cuts energy consumption and reduces carbon emissions in signage

**Contact:**  
**Steffen Schüller**  
Business Line  
Acrylic Sheet  
T +49-6151-18-3708  
F +49-6151-18-3719  
steffen.schueller@evonik.com

Darmstadt. Luminous objects are the latest international trend. However much they embellish the nighttime cityscape, they still require energy. This subject is gaining in importance against the backdrop of rising energy costs and reductions in CO2 emissions. Innovative technology from Germany helps advertising companies to combine climate protection with economy: PLEXIGLAS truLED® cuts power consumption by up to 40 percent in objects equipped with light-emitting diodes (LEDs) as compared with conventional acrylic. "So we are now presenting another field of application where companies can protect the climate in a meaningful and cost-efficient way using PLEXIGLAS®," says Michael Träxler, Vice President of the Acrylic Sheet Business Line of Evonik Röhm GmbH. Signage is the second focus of the worldwide campaign "This is what climate protection looks like," which was launched in the summer of 2007.

LED are on the advance throughout the world. For years they have been gaining an increasing share of the illuminants market and offer an ecologically sound alternative to conventional lamps such as neon tubing and fluorescent lamps. Owing to their numerous advantages, LEDs are gaining ground in illuminated advertising, store fixtures and tradeshow booth construction. They require less electricity than conventional illuminants, have a longer service life and can be used more flexibly. PLEXIGLAS truLED® was specially developed for backlighting with LEDs. It is adjusted to the wavelengths of red, green, yellow, blue or white LEDs. It therefore offers high light transmission combined with very good light diffusion. Its superior transmittance means that far fewer light sources (LEDs) are required than with conventional acrylic, and the colors are very uniform due to the ideal light diffusion. What's more, in five standard PLEXIGLAS® truLED colors, the color impression is the same in daytime and at night. The material's good color consistency ensures that it meets corporate design requirements. "This combination of properties offered by PLEXIGLAS truLED® makes it possible to employ modern LED technology with the highest degree of efficiency and minimal electricity

**Evonik Röhm GmbH**  
Kirschenallee  
64293 Darmstadt  
www.evonik.com

**Aufsichtsrat**  
Dr. Manfred Spindler, Vorsitzender  
**Geschäftsführung**  
Gregor Hetzke, Sprecher  
Dr. Rainer Faß  
Dr. Michael Müller-Hennig

Sitz der Gesellschaft: Darmstadt  
Amtsgericht Darmstadt  
Handelsregister HRB 85142

consumption. No other standard product in the market can provide these attributes," Träxler states.

The worldwide climate protection campaign was launched this summer with the topic of energy savings through heat insulation in greenhouses with PLEXIGLAS®. The fields of air conditioning and power generation are set to follow by the end of the year. For more information, go to [www.plexiglas-and-energy.com](http://www.plexiglas-and-energy.com)

#### **Information about the Group**

Evonik Industries is the creative industrial group which operates in three highly profitable, promising business areas: Chemicals, Energy and Real Estate. Evonik is a global leader in specialty chemicals, an expert in power generation from hard coal and renewable energies, and one of the largest private residential real estate companies in Germany. Our strengths are creativity, specialization, continuous self-renewal, and reliability.

Evonik Industries AG is active in over 100 countries around the world. In fiscal 2006 around 43,000 employees generated sales of € 14.8 billion and operating profit (EBIT) of over € 1.2 billion. Evonik plans to enter the capital markets in the first half of 2008.

#### **Disclaimer:**

In so far as forecasts or expectations are expressed in this press release and where our forward-looking statements concern the future, these forecasts, expectations, and statements may involve known or unknown risks and uncertainties. Actual results or developments may vary, depending on changes in the operating environment. Evonik Industries AG assumes no obligation to update the forecasts, expectations or statements contained in this release.

#### **Contact person:**

For more information, please contact:

Dina Morton

Lindsell Marketing Ltd

7-9 Praed Street - London - W2 1NJ

T: +44 (0)207 402 0510

DD: +44 (0)20 7087 8057

[dina@lindsellmarketing.com](mailto:dina@lindsellmarketing.com)

#### **Evonik Röhm GmbH**

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64293 Darmstadt  
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