

## Press Release

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### **This is what climate protection looks like**

#### **PLEXIGLAS®: High-Tech Material Pairs Economy with Climate Protection – RAG Subsidiary Degussa Launches Global Image Campaign**

Darmstadt, July 26, 2007. "This is what climate protection looks like" - the motto of the worldwide PLEXIGLAS® climate protection campaign now being launched. "We aren't just paying lip service here - we intend to show that our high-tech material enables users throughout the world to take cost-effective and environmentally conscious action," says Michael Träxler, Vice President of Degussa's Acrylic Sheet Business Line. With its favorable heat insulation, PLEXIGLAS® reduces energy consumption in greenhouses, and therefore automatically cuts operators' CO<sub>2</sub> emissions. This means they can make an active contribution to climate protection and reduce their monthly overheads at the same time. "Saving energy means cutting costs and CO<sub>2</sub>. Greenhouses represent a major long-term investment. By planning with foresight and using PLEXIGLAS® products, these potential savings can be secured for decades. That is an ideal combination," says Träxler.

The central element of the campaign is the website [www.plexiglas-and-energy.com](http://www.plexiglas-and-energy.com). At this site, greenhouse operators can use an energy calculator to examine the potential energy savings provided by heat-insulating PLEXIGLAS® multi-skin sheets as compared with conventional single glazing. The calculator shows how much energy is required for greenhouse operation, how high the CO<sub>2</sub> emissions are - and how converting to PLEXIGLAS® pays off.

Energy is a crucial cost factor for greenhouse operators. In Germany, for instance, they already spend one out of ten euros of turnover on heating their greenhouses. Operators who make efficient use of energy not only make a positive contribution to climate protection but also reduce their energy expenditure.

Greenhouses with PLEXIGLAS® multi-skin sheets require much less energy for heating due to their better insulation. What is more, higher light transmission makes many plant varieties grow faster and thrive better. This

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is a crucial advantage in the market, and is also worthwhile because of the reduced operating costs. On top of this, there is the material's guaranteed service life, extreme toughness and low cleaning requirements, which sustainably lower operating expenses. Degussa now guarantees that transparent PLEXIGLAS® products will show no yellowing and retain their maximum light transmission for 30 years.

Within the campaign, further fields of application will be presented where companies can take cost-effective action by using PLEXIGLAS® and effectively contribute to climate protection too. In production facilities, light domes made of PLEXIGLAS HEATSTOP® cut energy costs for air conditioning. In signage, PLEXIGLAS truLED® and PLEXIGLAS® EndLighten not only achieve unusual effects but also reduce the energy requirement. And when it comes to power generation, PLEXIGLAS® enables highly efficient symbiotic developments.

*Degussa - a wholly owned subsidiary of the RAG Group - is the global market leader in specialty chemicals. Our business is creating essentials - innovative products and system solutions that make indispensable contributions to our customers' success. In fiscal 2006 around 36,000 employees worldwide generated sales of 10.9 billion euros and operating profits (EBIT) of more than 870 million euros.*

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