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## **Merck's Liquid Crystal Windows Business and Guardian Glass Announce Strategic Partnership**

- ***The strategic partnership aims to expand the customer base of Merck's Liquid Crystal Windows business and to broaden the package of architectural solutions offered by Guardian Glass.***

**Bertrange, Luxembourg, June 9, 2020** – Merck, a leading science and technology company, today announced a strategic partnership with Guardian Glass to commission sales of eyrise® dynamic liquid crystal windows. With this partnership, Merck aims to expand the customer base of its Liquid Crystal Windows business by leveraging additional distribution channels.

“This partnership will allow us to offer a complete range of solutions for structural facades”, says Guus Boekhoudt, Vice President and General Manager of Guardian Glass for Europe, Russia and APAC. “eyrise complements our extensive range of high-performance coated glass products with innovative features such as dynamic solar control and variety of colors, shapes and sizes. Combined with our expertise in commercial projects, this strategic addition will allow us to further enable tailor-made solutions for our customers.”

“The successful completion of the first eyrise projects proves we have conquered the application of our liquid crystal technology in innovative architecture”, says Michael Heckmeier, Head of the Display Solutions business unit at the Performance Materials business sector of Merck. “Our goal now is to expand the reach of our eyrise products to new markets and regions. With this strategic partnership with Guardian Glass, we will be able to leverage their know-how and network in the architecture industry as well as their expert salesforce to penetrate new market segments.”

### **Use of liquid crystal for dynamic glass in modern architecture**

eyrise offers unparalleled balance between aesthetics and functional needs of modern architecture with dynamic switchable glass.

eyrise dynamic liquid crystal windows offers immediate shading comfort by cutting solar glare on-demand without compromising on natural daylight. The privacy window variant also offers an instant switch from transparent to translucent that provides confidentiality as required.

In 2020, Merck has successfully completed the installation phase of two architectural lighthouse projects: one with crane manufacturer Kirow in Leipzig, Germany; and another project with consulting, controlling and planning company FC Group in Karlsruhe, Germany. Ramp-up of Merck's commercial manufacturing site in Veldhoven site was completed last year with the integration of a new lamination unit that is further optimizing overall production yield.

### **Guardian Glass**

Guardian Glass, a major business unit of Guardian Industries, is one of the world's largest manufacturers of float, coated and fabricated glass products. At its 25 float plants around the globe, Guardian Glass produces high performance glass for use in exterior (both commercial and residential) and interior architectural applications, as well as transportation and technical products. Guardian glass can be found in homes, offices, cars and some of the world's most iconic architectural landmarks. The Guardian Glass Science & Technology Center continuously works to create new glass products and solutions using the most advanced technology to help customers *see what's possible*<sup>®</sup>. Visit [guardianglass.com](https://www.guardianglass.com).

### **Guardian Industries**

Guardian Industries, a global company headquartered in Auburn Hills, Michigan, operates facilities throughout North and South America, Europe, Africa, the Middle East and Asia. Guardian companies employ 16,000 people and manufacture high-performance float glass; coated and fabricated glass products for architectural, residential, interior, transportation and technical glass applications; and high-quality chrome-plated and painted plastic components for the automotive and commercial truck industries. Guardian's vision is to be a preferred partner to our customers, suppliers, employees and communities based on a foundation of mutual benefit. This drives our relentless focus on improving people's lives by providing products and services they value more highly than their alternatives and doing so responsibly while consuming fewer resources. Guardian is a wholly owned subsidiary of Koch Industries, Inc. Visit [guardian.com](https://www.guardian.com).

### **About Merck**

Merck, a leading science and technology company, operates across healthcare, life science and performance materials. Around 57,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From advancing gene editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2019, Merck generated sales of € 16.2 billion in 66 countries.

Scientific exploration and responsible entrepreneurship have been key to Merck's technological and scientific advances. This is how Merck has thrived since its founding in 1668. The founding family remains the majority owner of the publicly listed company. Merck holds the global rights to the Merck name and brand. The only exceptions are the United States and Canada, where the business sectors of Merck operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Performance Materials.



eyrise® facility in Veldhoven, the Netherlands. (Photo Guardian Glass, LLC, GRDPR182)

**This press release and relevant photography can be downloaded from [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com).**

**Alternatively for very high resolution pictures please contact Sophie Weckx ([sweckx@guardian.com](mailto:sweckx@guardian.com), +352 28 111 210) or Siria Nielsen ([snielsen@emg-marcom.com](mailto:snielsen@emg-marcom.com), +31 164 317 036).**