



Joint News Release

## **BASF partners with EMDE Development of Light to bring innovative LED Sunvue® technology to the European market**

Ludwigshafen, Germany – October 17, 2019 – BASF signed a distribution agreement with EMDE Development of Light (EMDE), one of the most innovative lighting design companies in Europe. Under the agreement, EMDE will distribute BASF's innovative LED Sunvue® lighting products in Europe. In addition, the lighting company will adopt BASF's color conversion technology to design new lighting products and solutions.

Numerous studies have shown that the blue LED light can be harmful to health. It hurts our eyes causing retinal damage and it also disturbs our sleep as blue LED light suppresses the production of the hormone melatonin, which is important for healthy and restful sleep.

The Sunvue® technology developed and patented by BASF solves these problems. "BASF's Sunvue® technology represents a paradigm shift in LED lighting. The technology offers an energy-efficient, bright and comfortable lighting solution which is close to natural sunlight," says Lothar Laupichler, Senior Vice President of BASF's Global Electronic Materials Business. Based on an organic light conversion material, it is possible to change the light of conventional LEDs and adapt it optimally for different applications. This allows light waves to be selectively shifted without negatively affecting efficiency, as is the case with conventional filtering of unwanted light.

EMDE's founder, renowned lighting artist Thomas Emde, is enthusiastic about the possibilities that the Sunvue® technology offers. Together with his team and BASF's experts, he is working on creating a new brand to offer healthy and sustainable lighting products to customers.

"The effect on human health and the sustainable use of light as a valuable resource are the focuses of our work. Working hand in hand with BASF, we are proud to bring these innovative Sunvue® lighting products to customers in Europe," comments Thomas Emde.

Sunvue® was first launched as BASF's own brand in Taiwan, China, in early 2018. Its products include light bulbs, tubes and table lamps. Since November 2018, Sunvue® products have been available in Mainland China through e-commerce platforms such as JD and TMall.

### **BASF's Dispersions & Pigments division**

The Dispersions & Pigments division of BASF develops, produces and markets a range of high-quality pigments, resins, additives and polymer dispersions worldwide. These raw materials are used in formulations for a number of industries, including coatings, construction, adhesives, printing and packaging, electronics and paper. With its comprehensive product portfolio and its extensive knowledge of the industry, the Dispersions & Pigments division offers its customers innovative and sustainable solutions and helps them advance their formulations. For further information about the Dispersions & Pigments division, please visit [www.dispersions-pigments.basf.com](http://www.dispersions-pigments.basf.com).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).

### **About EMDE development of light GmbH**

EMDE development of light GmbH was founded in 2015 by internationally renowned lighting artist Thomas Emde and specializes in the conception, development, and manufacture of innovative lighting solutions and applications. Intensive involvement with applications in trend-setting OLED technology, development of newly conceived luminaires, and other advanced applications for LED and OLED light together with careful attention to lighting effects characterize the company's work. EMDE develops minimalist luminaires for its own OMLED brand based on the latest OLED technology, contributing significantly to technological development of OLED use. Augmenting that is research and development on new applications for functional lighting surfaces that will redefine the future of light. The focus is always on clean, simple, artistic lines, and on cutting-edge technical requirements, with the

interdisciplinary team of designers and engineers following the principle of "less is more" when implementing technical solutions. Further information at [www.emdegmbh.com](http://www.emdegmbh.com).

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