

Shanghai (China) – March 23, 2015

Press release
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Rolic Technologies (Shanghai) celebrates its inauguration

Rolic Technologies (Shanghai) Co., Ltd., a joint venture company between Rolic AG, Switzerland and CINIC Chemicals (Shanghai) Co., Ltd., China celebrates its inauguration.

Rolic is the market leader worldwide for the photo-alignment industry and CINIC is a well established Chinese chemical organic material manufacturer. Making use of synergies of both companies, Rolic and CINIC have set up this high-tech joint venture company in Shanghai to produce state-of-the-art formulations in the field of photo-alignment for serving the fast growing Chinese display market. The joint venture company will utilize the unique technology to support the growth of the LCD industry with high quality products in China.

“We are firmly devoted to provide all necessary technical support to ensure the success of our Chinese customers through innovative and customised solutions of the Joint Venture”, says Norbert Münzel, CEO of Rolic Technologies Ltd. In addition, he believes in two given success factors: “First, the Free Trade Agreement between China and Switzerland provides an important platform for a sustainable industrial cooperation. Secondly, the synergies between CINIC’s international management experience and proven manufacturing excellence on one hand and Rolic’s global technology leadership on the other hand will be an outstanding basis for a high quality support of China’s high-tech industry”, says Norbert Münzel.

For the Joint Venture, CINIC is providing the infrastructure as well as resources and manufacturing experience. Kevin Wang, President of CINIC’s Board of Directors, says, “CINIC is fully committed to provide all necessary support to the Joint Venture to open up interesting new opportunities in the rapidly growing Chinese market and for CINIC to have a chance to expand business operations to the display industry and other high-tech applications.”

Background information on Rolic

Rolic Technologies Ltd. is an innovative Swiss high-tech company headquartered in Allschwil (Basel), Switzerland serving three industries: Display, Security and Organic Electronics.

Rolic modifies surfaces on a nano scale with polarized light to achieve unique optical effects. New industry standards were set for LCD Displays, forgery proof security devices and innovative lighting products.

At the Swiss headquarters, leading scientists continually develop, refine and extend Rolic's proprietary core technologies. Rolic Technologies B.V. in Eindhoven, The Netherlands is developing industrial process solutions for the global customer base; and Rolic Technologies (Shanghai) Co., Ltd. is producing ready to use formulations for the local display industry.

The roots of Rolic lie in the liquid crystal laboratories of the Swiss health care company Roche. The latter outsourced the company as a spin-off. Rolic has been privately owned since 1996 and has successfully gained footholds in international markets.

Background information on CINIC

CINIC Chemicals (Shanghai) Co., Ltd. produces high-quality organic pigments and employs 500 staff. The company has three production sites in Shanghai, Jiangsu and Hunan, covering a total of 264,000 square meters. The organic materials are manufactured at these sites using state-of-the-art equipment and technology. CINIC has decades of experience and expertise in developing capabilities for production of specialty chemicals including research and development, engineering realisation and EHS. CINIC has been certified by the government authority in Shanghai as an Advanced Technology Company.

CINIC is committed to quality, cost-efficiency, environmental sustainability and solid ethical business principles.

Further information:

Rolic Technologies (Shanghai) Co., Ltd.

Wenyue Ding
Managing Director

wenyue.ding(at)rolic.cn
P +86 21 39295680