

Rolic becomes part of the BASF Group

New opportunities for marketing the innovative technologies and high-tech products from Allschwil worldwide – Rolic joins the BASF Group while retaining extensive autonomy.

With approximately 112 000 employees and a turnover in 2015 of more than 70 billion euros, the BASF Group is one of world's leading chemical companies. Through its unique patented technology base, Rolic offers innovative, and forward-thinking solutions, particularly in the display and security industries as well as the optical film business. For Rolic, integration into the BASF Group not only means better chances on the global market, but also reliable delivery and technical support for its sophisticated portfolio for its customers.

Through its innovative products, Rolic has established strong ties to global technology leaders. Rolic's complementary, ready-to-use product solutions are the foundation for strong future growth in the display and security markets as well as the optical film business. Integration will make it possible for Rolic to develop its product and technology base further by taking advantage of the new owner's chemistry and technology portfolio, economical production capacities and operational competence.

BASF commented on its new Swiss undertaking in a press release also published today, "We are convinced that bringing Rolic's strong technology know-how and customer relationships together with BASF's market reach will create new opportunities for co-developing next generation LCD and OLED displays featuring higher resolution, more brightness and deeper contrast."

Norbert Münzel, CEO at Rolic, said, "Combining Rolic's know-how with BASF's production and customer support capabilities – particularly in Asia – will make a unique Swiss technology to an industry standard for the LCD and OLED displays of the future."

Rolic was founded in 1994 as a spin-off from Hoffmann-La Roche. The company's subsequent success can be ascribed to visionary sole owner Karl Nicklaus: his dedication made the commercial breakthrough and organic growth of the company possible.

At the official signing ceremony on February 7, 2017, in Basel, Karl Nicklaus said, "During the last 20 years, Rolic has worked independently to establish itself with the leading technology companies. Now the time has come for Rolic to be integrated into a larger industrial enterprise that can provide all the necessary support for further continuous growth in the dynamically changing technology markets. Pairing Rolic's know-how and its ties to leading manufacturers in the technology sector with BASF's distribution and production capabilities will lead to a successful future."

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BASF's press release can be found at the following link www.basf.com

About Rolic

Rolic is a worldwide operating, innovative high-tech company headquartered in Switzerland with locations in Eindhoven (The Netherlands) and Shanghai (China). Rolic develops and sells applicable coating materials and functional foil products for displays, security elements and the sealing of highly sensitive products. The core competence of Rolic is light management. Using its patent-protected LCMO technology (Light Controlled Molecular Orientation), Rolic modifies surfaces on a nanoscale with polarized light to achieve unique optical effects.