

## ARMOR solar power films welcomes a new European leadership team

Followed by extensive external growth, ARMOR solar power films, world leader in organic photovoltaics (OPV), is beginning a new chapter. In June 2021 the company appointed Dr. Ralph Paetzold as the new Chief Executive Officer (CEO). His key goal is to actively advance the fight against global warming, thanks to the innovative solar ASCA® solution.

### Working together under new leadership

Dr. Ralph Paetzold will lead a multidisciplinary European team of ARMOR solar power films finest: Moïra Asses (Senior Vice President of Strategy and Marketing), Mélanie Bertrand (Vice President Technology), Hermann Issa (Senior Vice President Business Development and Project Management), Sebastian Meier (Vice President Corporate Development and Partner Management), Tobias Sauermann (Vice President Industrial), Nicolas Vannieuwenhuys (Vice President for Key Accounts).

"One team, four sites and ten nationalities – ARMOR solar power films relies on talented experts and their synergies to bring all of its customers' ideas to life, to develop new solutions and to lead successfully." Ralph Paetzold, CEO, ARMOR solar power films

### Furthering the fight against global warming

The European Union (EU) aims to reach a 55% carbon reduction in emissions in 2030, compared to that of 1990. In order to do this the EU would have to invest \$585 billion (about €480 billion) in Renewable Energy, by the end of the decade, according to analysts at Wood Mackenzie<sup>1</sup>. Additionally, European carbon neutrality is mentioned in the Paris Agreement as a means of keeping global warming below 2 degrees Celsius, compared to pre-industrial levels.

"OPV has become an integral player in the fight against global warming, and after a brief start-up phase, it is currently entering a significant growth period, with an increase in project demands for more frequent usage. Now more than ever, our customers' and partners' need for more decarbonized projects is placed at the center of our company " Ralph Paetzold, CEO, ARMOR solar power films

### Societal innovation at the center

ARMOR, the holding company of ARMOR solar power films, places societal innovation at the heart of its business model. This is why, for the past ten years, it has invested several tens of millions of euros in OPV, and in particular in the ASCA® film, which is a unique tailor-made and aesthetic solution, that harmoniously integrates into a multitude of mediums. ARMOR plans to similarly financially invest in mass customization projects.

"Positioned as a link in the value chain and not as a simple isolated technology, we are convinced that ASCA® solar film is the low-carbon solution of the future. It can be used to solarize all existing surfaces, in numerous markets and sectors, like mobility, IoT or construction. Enabling access to energy everywhere, for everyone, all the time, is what we are aiming for!" Hubert de Boisredon, Chairman and CEO, ARMOR

Press contact:  
Olivia Franciosi (Ohwood)  
+33 6 82 78 16 40 / o.franciosi@ohwood.fr

**ARMOR** specializes in the industrial formulation of inks and the coating of thin layers onto thin films. The Group is the global market leader in the design and manufacture of thermal transfer ribbons for printing variable traceability data on labels and flexible packaging. The European market leader in innovative and sustainable printing services and consumables, the Group is a pioneer in the development and production of industrial inks and innovative materials, such as organic solar films, coated collectors for electric batteries and bespoke filaments for additive manufacturing. With an international presence, ARMOR has nearly 2,000 employees in some 20 different countries. In 2020 it posted annual revenue of €274m. Each year the group invests nearly €30m in industrial equipment and R&D. ARMOR is a responsible company committed to stimulating innovation within society. [www.armor-group.com](http://www.armor-group.com)

**ARMOR solar power films**, a subsidiary of ARMOR Group, designs and develops intelligent, tailor-made, flexible and low-carbon solar energy solutions on an industrial scale for its international partners. Its team of experts of sixty people is spread over France and Germany. [www.asca.com](http://www.asca.com)

<sup>1</sup> <https://www.reuters.com/article/us-climate-change-europe-idUSKBN2AI022>



Caption: ARMOR solar power films'new leadership team  
Photo credit: ARMOR solar power films