



Press Release – February 08, 2023

## **BAU 2023: ASCA showcases its aesthetic building-integrated solar solutions (BIPV) at the world's leading trade fair for architecture, materials and systems**

**ASCA – an ARMOR GROUP company – will exhibit at the world's leading trade fair for architects, BAU, which will take place in Munich, Germany, from April 17 to 22. At this fair, the organic photovoltaics (OPV) global leader will display its innovative solar solutions, which offer a maximum freedom of design and create new application possibilities for architects.**

Blue, green, red or gray. Combined with glass, polycarbonate, ETFE or textile. From diamond- to round-shaped: ASCA's custom-made solutions can be seamlessly integrated into the building material without any compromises on architecture. There are no limits in terms of design and shape, and a wide range of color and transparency level because, in contrast to conventional silicon solar cells, ASCA's solutions are adaptable, flexible and translucent.

In addition to offering an infinite freedom of design, this innovative lightweight and flexible technology can be laminated into building elements, which are suited for building façades, balustrades or shading systems. The photovoltaic films, based on organic materials, can be adapted to any type of architecture, making the building envelope active. Being 100% recoverable and made without usage of rare-earth materials, ASCA® BIPV solutions contribute to the decarbonization of buildings, offer a low environmental impact and improve the carbon footprint of buildings by producing decentralized energy. Thereby the BIPV solutions by ASCA help facing the challenges of today's energy transition.

### **From media façades to glass balustrades**

At the trade fair BAU in Munich, the OPV expert will showcase some of its integration possibilities and present its recent projects. These include the unique media façade with more than 10,000 diamond- and triangle-shaped solar modules with ten different sizes of the Novartis Pavillon in Basel (Switzerland), a record-breaking 222 square meters solar façade for an administration building in Gronau (Germany), as well as ASCA's first glass balustrades in a commercial residential housing in Möhringen (Germany).

"We are very pleased to be part of this must-attend event for the construction industry and are looking forward to showing our game-changing building-integrated photovoltaics (BIPV) solutions to the architecture world," ASCA's Senior Vice President Business Development & Project Management Hermann Issa says.

### **Meeting ASCA at the fair**

ASCA will present its solutions at BAU, the world's leading trade fair for architecture, materials and systems, from April 17 to 22. Visitors can find the company at the Trade Fair Center Messe München in Hall B2 in the sector Energy/Building Systems/Solar Technology at booth number 529. Journalists can schedule a one-on-one meetings with Hermann Issa: <https://calendly.com/asca-armor/bau-2023?month=2023-04&date=2023-04-17>

#### **Press Contact:**

Krampitz Communications  
contact@pr-krampitz.de | +49 (0)221 912 49949

### **About ASCA**

*ASCA designs and develops smart, customized and flexible solar energy solutions with a low carbon footprint on an industrial scale for its international partners. The 60-strong team of experts is spread across sites in France and Germany. The solar media façade of the Novartis Pavillon in Basel was awarded an honorary mention by the Bavarian Association for the Promotion of Solar Energy in 2022. ASCA is a subsidiary of ARMOR Group. ARMOR Group is a manufacturer specialized in the formulation of inks and in thin film coating. The group is the world leader in the design and manufacture of thermal transfer ribbons*



**Press Release – February 08, 2023**

*for variable data printing for traceability on labels and flexible packaging. ARMOR Group has a global presence and employs approximately 2,450 people in more than twenty countries. The company generated sales of €403 million in 2021 [www.asca.com](http://www.asca.com)*

**Captions:**

**Novartis Pavillon\_Daytime Animations\_2439 © Laurits Jensen**

The media façade of the Novartis Pavilion in Basel equipped by ASCA. Copyright: Laurits Jensen

**ASCA\_Gronau\_Glass facade\_1\_©mario brand werbefotografie**

The 222 square meter solar facade for an administrative building in Gronau. Copyright: Mario Brand Werbefotografie

**ASCA\_GlassBalustrades\_Moehringen\_2\_@ASCA**

ASCA's first glass balustrades in a commercial residential building in Möhringen. Copyright: ASCA