

Trade Press Release

## Heraeus Enhances Website to Include Daily Silver Bullion Pricing

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**WEST CONSHOHOCKEN, PA.**, – October 17, 2012 – [www.pvsilverpaste.com](http://www.pvsilverpaste.com), the Heraeus Photovoltaics Business Unit's website has added a new feature by posting daily silver bullion prices. The purpose of this enhancement is to allow customers to quickly see the price of a very important precious metal used in the manufacturing of their solar cells. According to Andy London, Global Manager of the Photovoltaics Business Unit, "Silver is a significant cost component of metallization pastes, representing about 80% of the paste's price. Though, we continue to work towards increasing the efficiencies our pastes provide cells and lowering the silver content per cell, we believe it is important for us to be transparent with our customers regarding the price of silver and to provide an information source concerning historical trends."

The posting of prices occurs at the beginning of the work day in Asia and is quoted in USD per troy ounce. Historical daily pricing is also provided, dating back to January 1, 2012. To reach the site, go to [www.pvsilverpaste.com](http://www.pvsilverpaste.com) and click on the "Silver Bullion Price" tab in the left hand column, or go directly to the specific page at: [http://pvsilverpaste.com/en/pv\\_silver\\_price/Silver\\_Bullion\\_Price.aspx](http://pvsilverpaste.com/en/pv_silver_price/Silver_Bullion_Price.aspx).

### **About the Heraeus Photovoltaics Business Unit**

The Heraeus Photovoltaics Business Unit is an industry leading developer and manufacturer of silver metallization pastes for the photovoltaic industry. For over 40 years, Heraeus has built a reputation of innovation, extensive research and new product development in thick film technologies. In the field of photovoltaics, the Heraeus Photovoltaics Business Unit applies this history and its innovative technology to offer metallization pastes for solar cell applications. The Heraeus SOL Series of silver pastes is specially formulated to provide higher efficiencies and wider processing windows, resulting in better yields and higher output for cell manufacturers.

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company with over 160 years of tradition. Our fields of competence include precious metals, materials and technologies; sensors; biomaterials and medical products, as well as dental products, quartz glass, and specialty light sources. With product revenues of €4.8 billion and precious metal trading revenues of €21.3 billion, as well as more than 13,300 employees in more than 120 subsidiaries worldwide, Heraeus was recently ranked #293 by the Fortune 500 and holds a leading position in its global markets.

For additional information, please contact:

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