

Merck expands base for liquid crystal windows biz

10 June 2020 | News

To broaden the package of architectural solutions offered by Guardian Glass

Merck, a leading science and technology company, has announced a strategic partnership with US based Guardian Glass to commission sales of eyrise[®] dynamic liquid crystal windows. With this partnership, Merck aims to expand the customer base of its Liquid Crystal Windows business by leveraging additional distribution channels.

“This partnership will allow us to offer a complete range of solutions for structural facades”, says Guus Boekhoudt, Vice President and General Manager of Guardian Glass for Europe, Russia and APAC. “eyrise[®] complements our extensive range of high-performance coated glass products with innovative features such as dynamic solar control and variety of colors, shapes and sizes. Combined with our expertise in commercial projects, this strategic addition will allow us to further enable tailor-made solutions for our customers.”

eyrise[®] offers unparalleled balance between aesthetics and functional needs of modern architecture with dynamic switchable glass.

eyrise[®] dynamic liquid crystal windows provides immediate shading comfort by cutting solar glare on-demand without compromising on natural daylight. The privacy window variant also offers an instant switch from transparent to translucent that provides confidentiality as required.

In 2020, Merck has successfully completed the installation phase of two architectural lighthouse projects: one with crane manufacturer Kirow in Leipzig, Germany; and another project with consulting, controlling and planning company FC Group in Karlsruhe, Germany. Ramp-up of Merck's commercial manufacturing site in Veldhoven site was completed last year with the integration of a new lamination unit that is further optimizing overall production yield.