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Organic Photovoltaics: BELECTRIC OPV is becoming OPVIUS

Rebranding of BELECTRIC OPV GmbH to OPVIUS GmbH reflects increased customer interest in customized organic photovoltaics (OPV) solutions. The brand OPVIUS® responds to more design and aesthetic-driven customer communications as well as also emphasizes the company's autonomy.

Kitzingen, Germany - Since 2012, BELECTRIC OPV GmbH has been manufacturing bespoke customized OPV-based solutions for different markets, mainly Building Integrated PV, Automotive and Consumer Electronics. The revolutionary technology based on thin laminates, which can be easily integrated into products to generate electricity. Market readiness for such products has been achieved and proven by showcase installations such as the German Pavilion at the World Expo in Milan in 2015 as well as continuous customer supply.

Due to steadily increasing market interest, the rebranding of BELECTRIC OPV GmbH to **OPVIUS GmbH** has already been initiated at the end of 2016 in order to adapt company communications to customer expectations. To this Bernhard Beck from BELECTRIC explains: „The improvements OPVIUS has achieved the last years are amazing. With the new brand the company team can be totally focus on their OPV business. We implemented the right DNA to OPVIUS: Do the right things at the right time with the right partner.“ The new brand will also emphasize the company's position as a unique provider of customized and freeform OPV solutions.

Since OPVIUS was established, the company has grown in terms of expertise and now in collaboration with its highly renowned partner network offers turn-key installations and integrations based on customized and aesthetically pleasing OPV technology. This is a result of OPVIUS's unique and highly scalable manufacturing technology which is based on a combination of coating, laser and printing processes. In particular the proceeding digitalization of our world needs a decentralized, mobilized and easy-to-integrate solution for power supply. OPVIUS technology is perfect in new and innovative product applications. OPVIUS is the only company worldwide delivering transparent, customized and free-form OPV modules to the market in large quantities – the key unique selling points for OPV with regard to competing technologies.

“Feedback from the market revealed that company communications should be geared more to the needs of our customers – most importantly via the company's brand – and that this should be our next step along the road”, says Hermann Issa, Senior Director of Business Development and Sales, “This will instantly show our customers that OPVIUS' services are tailored to their needs and represents OPVIUS as an company”.

“When we first created the company in 2012, we had to establish the technology and the market approach for freeform OPV, as well as setting up our partner network and getting things on to the market. Nowadays other, more commercially relevant issues have come into play. For example, it used to be acceptable to spend just a few minutes completely testing each panel for quality. Today, we fight hard to eliminate every second although the tests are already down to single seconds through the initiatives we have taken. There are many other examples of this kind, showing how mature the company has become”, adds Dr. Ralph Pätzold, CEO of OPVIUS. “The next big step will be the establishment of a larger production facility, which we have already planned. Soon we will launch this project to deliver considerably more customers worldwide.”

About OPVIUS: OPVIUS GmbH, a German company with offices in Nuremberg and Kitzingen, is the market leader in the area of organic photovoltaics. OPVIUS produces bespoke organic solar cells and systems, tailored to customers' specific requirements. Furthermore, OPVIUS is active in the area of research and development, in order to continuously provide their customers with creative and innovative solutions. Additionally, OPVIUS employs a unique manufacturing process, based on a combination of printing, lamination and laser structuring processes. These give a distinct advantage due to their high scalability and, moreover, allow the implementation of custom designs. OPVIUS supports its customers with the integration of OPV in existing as well as new products and delivers the accompanying system solutions.

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