

News Release

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Leverkusen, Germany/Nashua, NH, USA – At this year’s CeBIT Fair, Bayer Polymers, a new subsidiary of Bayer AG, announces its co-branding cooperation with Nashua Media Products, an industry leader for 30 years in recordable magnetic and optical storage media. Starting in the second quarter of 2003, Nashua Media will begin to introduce their optical storage media products, initially CD-R and CD-RW, bearing the quality seal “made of Makrolon®”, the high-tech material from Bayer.

The Nashua brand has been well recognized in the recordable media market for more than 30 years. Nashua has gained a reputation as "The Professionals' Choice" in recordable media, with a history that includes being the largest hard disc manufacturer in the world, and one of the largest diskette manufacturers in the world. Today, Nashua Media markets these high quality products to select distributors and retailers in 57 countries worldwide. Although the company is headquartered in Nashua, New Hampshire, USA, its European headquarters is based in The Netherlands, where a leading market position has been achieved. The dynamic and growing Dutch subsidiary of Nashua Media Products, USA, is increasing its market share for storage media in all European countries. Now, in close cooperation with Bayer, Nashua Media Europe is seeking to increase its presence and marketing efforts in the largest European market, Germany.

Bram van de Leur, Nashua Media Europe’s Managing Director, states: “We see this strategic agreement with Bayer as being an important cornerstone in our marketing strategy for Europe. The recordable media market has become congested with far too many brands. Consumers today are looking for value; they want a quality product at an economical price. They are looking for brands that they know and trust at competitive prices. This is the value proposition that the Bayer-Nashua cobranding partnership will provide to the consumer. That's why we are cooperating with Bayer and branding our products with the Makrolon® logo.”

Makrolon®, developed 50 years ago by the Bayer chemist Dr. Hermann Schnell, has long been regarded by experts as the material of choice for manufacturing optical data media. As well as its superior transparency, they particularly appreciate the material’s dimensional stability and ease of processing. A further plus is the outstanding breaking strength of this high-tech plastic, which has been associated with the success of the CD from the outset. Bayer Polymers has long been one of the leading suppliers in the market for optical storage media and last year celebrated the 20th anniversary of the audio CD, a product which the Leverkusen company was crucially involved in developing.

Its unique property profile is constantly opening up new potential applications for the high-tech plastic Makrolon®. As a result, Bayer Polymers has also built up cobranding cooperation arrangements with partners that rely on Makrolon® in other industries. The sports goggles, sunglasses and helmet visors produced by UVEX Sports offer strong UV protection, in addition to their low weight and high breaking strength. Sharp vision is ensured by practically unbreakable corrective lenses made of Makrolon® by the French partner companies BNL Eurolens and Bourgeois. Holographic displays in the HoloPro range from G+B pronova GmbH make an impressive sight, while Sunovation GmbH use the material's transparency and moldability to manufacture solar modules of the type found in vaulted canopies and individually designed bus stop shelters.

A common aim links all these partnerships: "We want to create a consumer-based awareness of products 'made of Makrolon®'," explains Hans-Dieter Reifenrath, who is responsible for managing the Makrolon® brand at Bayer Polymers.

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