

**Dichroic (Colour Effect) Glass:
Exclusive Material - Innovative Usage**

Dichroic or functionally coated glass is in great demand: as much by architects, designers and artists, as in the manufacture of automotive lamps and laboratory devices, in trade and show business. Thanks to the latest in nanotechnology, coating the surface of glass with the purpose of changing its properties allows the creation of a large number of compelling solutions and fascinating colour designs.

In the opinion of some experts in this field, functional coatings can considerably amplify its spectrum of use. That's why the management teams at Glas-Plus and Prinz Optics brought some of these experts together. A total of eleven smart people, including scientists, developing engineers, sales and product managers, spent eight exciting hours brainstorming ideas in a conference room at the Atrium Hotel Mainz. Their task was to find answers to these questions:

- "What are the requirements on the market?"
- "Which current trends can be recognised?"
- "What do any potential development approaches look like?" And above all:
- "Are there any ideas for new products?"

Led by Peter Röhlen, CEO of Glas-Plus and Prinz Optics, opportunities were debated and ideas produced. Marketing issues were raised, such as, for example, the necessity of developing a brand character for the companies' individual products and services. But a consistent focus on the customer, a broadening the product range as well as the willingness to learn from customers were the main topics of the discussion.

With plenty of "brainstorming enthusiasm" and participant creativity, some colourful and diversely innovative product ideas went on record. Some of these will be developed up to commercial viability at the companies which organised the event.

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