

DSMPR242EN0409

PHILIPS AND DSM ANNOUNCE BREAKTHROUGH SUSTAINABLE SOLUTION FOR HEAT MANAGEMENT

*New DSM Stanyl[®] thermally conductive materials replace aluminum housing
in Philips MASTER LED MR16 retrofit lamp*

Philips, the world's leading producer of energy-efficient lighting solutions, has introduced a new LED lamp with a difference. Based on a joint development with DSM, the Philips MASTER LED MR16 retrofit lamp is the first high-power LED application in which the aluminum cover is replaced with a thermally conductive plastic – Stanyl[®] – to control the heat. Stanyl also offers the additional benefits of flexibility in design, exceptional durability and weight reduction. Going forward, this sustainable solution may be applied across Philips' LED retrofit lamp range.

Sustainable lamp, quality light

The Philips MASTER LED MR16 is a 4W LED replacement for the popular low-voltage halogen spot lamp. With light output equivalent to that of 20W Halogen MR16 lamps, it offers the key benefits of up to 80% energy saving and a 40-times longer lifetime. MASTER LED MR 16 employs three Philips Lumileds Luxeon Rebel LEDs and is available in both 2700K (true warm white) and 3000K (warm white) colors. Its target markets are the professional (hospitality) segments in Europe, Asia and North America.

Design flexibility a distinguishing factor

Philips wanted to create a new product that would stand out in the marketplace. To this end, it was looking for a material that would deliver superior heat management while at the same time offering greater design flexibility and the same or improved product performance.

Guido van Tartwijk, Global Marketing Director, LED Retrofit Lamps for Philips, says:
“DSM Engineering Plastics provided all the necessary support by making a product with the required thermal conductivity to successfully dissipate the heat generated by the LED. Because DSM and Philips share a vision of sustainability, we are able to ensure that the new material provides a green solution – helping us to create lightweight, highly efficient LED lamps that reduce electricity consumption and offer extended lifecycles.”

Roelof Westerbeek, President DSM Engineering Plastics: “We have been involved in the development of this new application from an early stage. We were able to prove that for applications such as these, thermally conductive Stanyl is better than aluminum if applied in the right conditions and design. In addition, you gain the benefits of thermoplastics, such as greater design freedom, outstanding durability and weight reduction.”

Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people’s lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of “sense and simplicity”. Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

DSM Engineering Plastics

DSM Engineering Plastics is one of the world’s leading suppliers of engineering thermoplastics, with a permanent focus on innovation. Most recently, DSM Engineering Plastics introduced the first new polymer of the 21st century: Stanyl® ForTii™. DSM Engineering Plastics delivers Living Solutions: materials that support a durable vision of people, planet and profit for customers who design or produce electrical applications, electronic equipment, cars, barrier packaging films as well as many mechanical and extrusion applications. DSM Engineering Plastics offers a broad portfolio of high performance materials, including Akulon® 6 and 66 polyamides, Arnitel® TPC, Arnite® PBT and PET polyesters, Xantar® polycarbonate, Yparex® extrudable adhesive resins and Stanyl® global market leader in high heat polyamides. DSM Engineering Plastics is part of the performance materials cluster of DSM, with sales in 2008 of EUR 761 million and 1500 employees worldwide. More on: www.dsmepl.com.

DSM – the Life Sciences and Materials Sciences Company

Royal DSM N.V. creates innovative products and services in [Life Sciences and Materials Sciences](#) that contribute to the quality of life. DSM’s products and services are used globally in a wide range of markets and applications, supporting a healthier, more sustainable and more enjoyable way of life. End markets include human and animal nutrition and health, personal care, pharmaceuticals, automotive, coatings and paint, electrical and electronics, life protection and housing. DSM has annual net sales of EUR 9.3 billion and employs some 23,500 people worldwide. The company is headquartered in the Netherlands, with [locations](#) on five continents. DSM is listed on Euronext Amsterdam. More information: www.dsm.com.

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This press release and relevant photography can be downloaded from

www.PressReleaseFinder.com

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(Photo's: DSM Engineering Plastics: DSMPR242)