

Contact: Fran Lamb  
Diccicco Battista Communications  
484.342.3600 x217  
[flamb@dbcommunications.net](mailto:flamb@dbcommunications.net)

FOR IMMEDIATE RELEASE

## **Heraeus Launches Newsletter Providing Insights On The Silver Market**

**WEST CONSHOHOCKEN, Pa.**, – January 31, 2011 – Heraeus, the precious metals and technology group headquartered in Hanau, Germany, has launched a bi-monthly eNewsletter titled, *Silver Lining: An Insider's View on the Silver Market*, published by the Heraeus Precious Metals Trading group.

Every other month, the *Silver Lining* informs industry insiders about trends in the silver market and helps them gain a global perspective of what drives the price and where silver is used industrially.

Heraeus Precious Metals, a division of Heraeus, is a world leader in industrial precious metals and special metals. As Heraeus' largest business group, the Precious Metals division processes gold, silver, platinum, and other platinum group metals, primarily to produce industrial products for the automotive, semiconductor, electronics, and medical industries. In addition, Heraeus Precious Metals holds a leading international position in industrial precious metal trading.

Miguel Perez-Santalla, Vice President of Marketing for Heraeus Precious Metals Management, authors the bi-monthly electronic publication. Miguel has spent three decades as a trader of precious metals and foreign currency. He is frequently interviewed and is widely viewed as a thought leader regarding precious metals trading.

Heraeus' Photovoltaic Business Unit, a world leader in developing front and back side silver paste for crystalline solar cells, endorses the *Silver Lining*. "At Heraeus, we believe that education is key in forging strong relationships with our solar manufactures," said Andy London, Vice President of Heraeus Materials Technology in West Conshohocken. "This newsletter helps not only our customers, but the market understand the relationship between silver and their specific industry."

For more information about Heraeus, or to sign up to receive the e-newsletter, send a request to [silver.newsletter@heraeus.com](mailto:silver.newsletter@heraeus.com).

### **About Heraeus Photovoltaic Materials Business Unit**

The Heraeus Photovoltaic Business Unit is known for its extensive research and development to produce high efficiency front and back side silver pastes for crystalline solar cell manufacturers. Heraeus has over 40 years of history in manufacturing high volumes of thick film pastes for some of the most prominent companies within a variety of industries.

Their parent company, Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a privately held, Fortune 500, global company with over 155 years of tradition. Businesses include manufacturing innovative materials for the solar industry, precious metals, sensors, dental products and biomaterials, as well as quartz glass and specialty lighting sources. With revenues over € 16 billion and nearly 13,000 employees in more than 110 subsidiaries worldwide, Heraeus holds a leading position in its global markets.

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