



Genuine Fire Enjoyment and Perfect Protection

Increasingly popular: Fireplace viewing panels made of “Robax” from SCHOTT deliver flickering flames in large 3D format

Mainz / Frankfurt am Main (Germany), January 14, 2011 – SCHOTT is looking forward to a bright future as it gets ready for the ISH exhibition. Despite the economic crisis, demand for “Robax” rose during its last fiscal year. One reason is that ever larger and higher quality fireplace viewing panels, for which temperature-resistant glass-ceramic is particularly well-suited, are becoming more and more popular. A wide variety of different shapes and sizes allow for customized fireplace designs.

Fireplace stoves with viewing panels are becoming more and more popular. They bring the warmth and magical power of a crackling fire to the comfort of one’s own living room. At the same time, the protective pane also protects against flying sparks and smoke. In fact, it can even contribute to improved combustion and increase the heating and storage efficiency of these devices. SCHOTT, the company that manufactures “Robax” fireplace viewing panels, traditionally presents its latest innovations at ISH.

“Most recently, we developed a heat reflective coating that allows for a significantly better energy and ecological balance for fireplace stoves. For the first time ever, this is now available for round shaped “Robax” panels,” explains Isabel Eymael, Marketing Manager for SCHOTT “Robax”. “Now, we are expanding our assortment of different shapes and decorative colors. The trend continues to move towards large and three-dimensional panels that often feature customized decorative designs,” she adds.

According to an international study commissioned by SCHOTT, emotional aspects are important to consumers who are looking to purchase a fireplace. The European initiative “atmosfire” that

**SCHOTT ROBAX®
ISH 2011
Frankfurt/Main, Germany
March 15-19, 2011
Hall 9.2, Booth C 35**

SCHOTT AG
Hattenbergstrasse 10
55122 Mainz
Germany
Phone +49 (0)6131/66-2411
E-Mail info.cpr@schott.com
Internet www.schott.com



SCHOTT “Robax” founded in eight countries, together with six major fireplace manufacturers, in 2008, builds on this aspect. The goal is to inspire consumers and help them to select the right fireplace model.

Based on the motto “Make your house a home,” the first European online service platform www.myatmosfire.com offers information on fireplaces at a very emotional level. The initiative is being shared with the public with the help of a large-scale advertising campaign in general interest media. In addition, sales promotion activities that include the popular glossy magazine “atmosfire” and a competition for those who buy and sell fireplaces are taking place across Europe in more than 1,400 fireplace shops.

“Robax” from SCHOTT has served as a high-quality German brand for more than 30 years. To date, over 60 million of these durable glass-ceramic panels have been sold all over the world. Thanks to its transparency, high temperature stability and resistance to breakage, it is mostly used as a viewing panel. Furthermore, body-tinted versions of “Robax” are also available for use as interior and exterior linings of fireplaces and fireplace stoves.

SCHOTT is an international technology group that has been developing and producing special materials, components, and systems for over 125 years. Our core markets are the household appliance industry, solar power, pharmaceuticals, electronics, optics, the automotive industry and architecture. We seek to contribute to our customers' success and make SCHOTT an important part of people's lives with our high-quality products and intelligent solutions. SCHOTT Group maintains close proximity to its customers with manufacturing and sales companies in all major markets. Its workforce of around 17,500 employees generated worldwide sales of approximately 2.9 billion euros for the 2009-2010 fiscal year. The company's technological and economic expertise is closely linked with its social and ecological responsibility. At the same time, we strongly support the principles of sustainability. SCHOTT AG is owned by the Carl Zeiss Foundation.

Number of characters: 3021 (including empty spaces)

Download link to a ZIP file that contains this photograph in print quality: <http://www.schott-pictures.net/presskit/92511.Robax-ISH-EN>

SCHOTT AG

Hattenbergstrasse 10
55122 Mainz
Germany

Phone +49 (0)6131/66-2411

E-Mail info.cpr@schott.com

Internet www.schott.com



Photo no. 92397: Increasingly popular: large-format fireplace viewing panels made of the heat-resistant glass-ceramic SCHOTT ROBAX® keep people warm and safe. Source: SCHOTT

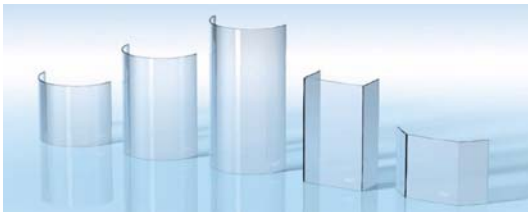


Photo no. 92996: Fireplace viewing panels made of SCHOTT ROBAX® are available in a wide variety of different shapes and sizes. Source: SCHOTT

More press photographs are available for downloading under:
www.schott-pictures.net

Sales Contact:

SCHOTT AG
Isabel Eymael
Marketing Manager SCHOTT ROBAX®
Phone +49 (0)6131 / 66-3798
Fax +49 (0)3641 / 2888- 9162
E-mail isabel.eymael@schott.com
Internet www.schott.com/robax; www.atmosfire.de

SCHOTT AG
Hattenbergstrasse 10
55122 Mainz
Germany
Phone +49 (0)6131/66-2411
E-Mail info.cpr@schott.com
Internet www.schott.com



Press Contact:

SCHOTT AG
Jürgen Breier
PR Manager
Phone +49 (0) 6131 / 66-4099
Fax +49 (0) 3641 / 2888-9140
E-mail juergen.breier@schott.com
Internet www.schott.com

Agency Contact:

oha communication
Oliver Hahr
PR Consultant
Phone +49 (0) 711 / 5088 6582-1
Fax +49 (0) 711 / 5088 6582-9
E-mail oliver.hahr@oha-communication.com
Internet www.oha-communication.com

SCHOTT AG
Hattenbergstrasse 10
55122 Mainz
Germany
Phone +49 (0)6131/66-2411
E-Mail info.cpr@schott.com
Internet www.schott.com