

# PHOTOCAT

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## **Binné & Sohn enters partnership with Photocat A/S to offer new NOx reducing roofing felt under the brandname NOxOFF™**

The two companies have entered into an agreement which will offer improved bitumen roofing membranes giving major advantages to the citizens of Hamburg. The new product will significantly improve the air quality in Hamburg and help the city of Hamburg to reduce the negative consequences of dieselgate. Furthermore, the new NOxOFF product from Binné & Sohn is expected to reduce public as well as private health costs caused by NOx pollution as well as improving the quality of life for the numerous of citizens harmed by air pollution.

Binné & Sohn is a leading manufacturer of bitumen roofing felt in the north of Germany with a long lasting tradition as a true family company. Binné subscribes to the philosophy of the business sector taking responsibility towards a more sustainable future whenever possible.

The new product is expected to reach the market in early spring 2016.

Mr. Binné, the CEO of Binné & Sohn expresses: "I have grown up in the area of Hamburg and seen the city develop. I have no doubt that I, being a manufacturer, should act when more sustainable solutions are possible. I am therefore proud to announce that Binné Und Sohn shall launch this new product which we believe will be greatly appreciated by our customers."

Mr. Thomas Becker, Boardmember of Photocat A/S, expresses: "NOxOFF is one of those products that are evident and when you learn about it you simply say "Yes Of course". This kind of product is exactly what has been needed for any city planner, building owner and responsible regulator because, whether we like it or not, the NOx pollution in our cities is massive and will remain so for several generations I strongly believe that this technology will be widely accepted and generate lot of recognition for Binné & Sohn."

Mr. Binné continues, "We have considered whether the market is ready to accept a product that, besides being a roofing membrane, also improves the air quality. I believe that "Dieselgate" has raised the awareness amongst German decision makers to a level where this new technology will be accepted and preferred."

Photocat manufactures patented coating materials for both outdoor and indoor applications with the effect to degrade NOx and VOC's when exposed to light. Both NOx and VOC's are severely damaging to human health. Photocat's patented technology is a very efficient and an economically viable alternative to many of the traditional technologies targeting NOx (e.g. bus catalysts, flue gas cleaning etc.). Photocat's shares are listed on Nasdaq Stockholm, First North with the ticker symbol PCAT. The company's Certified Advisor is Redeye AB.

### **For More Information, Please Contact:**

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