

Press release

The EcoDisc from ODS is successfully 'greening up' the European DVD market

A strong combination of ecological sense and economic competitiveness

Dassow, Germany, 11th September 2007 – ODS, Europe's leading manufacturer of visual data storage mediums, is pleased to announce the successful market launch of the recently introduced EcoDisc. Successful with good reason: An innovative data storage medium, the EcoDisc is surprisingly environmentally friendly while still featuring all the standard characteristics of a DVD-5 – a 54 percent reduction in CO₂ emissions is achieved, and 50 percent less polycarbonate used, in the manufacture of these discs compared with a conventional DVD-5. No non-biodegradable adhesive is used in the single-layer EcoDisc. After the first ventures, the feedback from all six EU countries was consistently positive – both with regard to the ecological and economical advantages.

"The EcoDisc is an innovation whose implementation will pay off," believes Hardy Homann, Sales and Marketing Director of the brand eins Verlag publishing company in Hamburg. "It shows that ecological sense and profitability are not mutually exclusive, but belong together." The business publication 'brand eins' distributed a DVD to its readers for the first time in its August edition, coming down decidedly in favour of the environmentally friendly EcoDisc. The flexibility of the disc and the associated advantages in manufacturing and packaging played a large role in securing brand eins' approval for the EcoDisc.

Praise for the symbiosis of ecological common sense and economic competitiveness has also come, for example, from Sweden, where the Nordisk Film company already attached the EcoDisc to the popular magazine 'Tara.' Chief Operating Officer Ulrik Rasch singled out the 50 percent weight reduction and consequent energy requirement reduction in combination with the extremely competitive price as the main reasons for choosing EcoDisc.

"The successful launch of the EcoDisc with positive resonance across Europe after such a short time shows us that the environmental debate does not, and must not, stop before our industry," says Wilhelm F. Mittrich, CEO of ODS. "By developing the EcoDisc, ODS has answered tomorrow's questions today. We are convinced that this forward-thinking product will continue to influence the DVD market, both ecologically and economically."

For further information about the EcoDisc please visit our website at www.ecodisc.net.

About ODS

The ODS Group is the largest producer of CDs and DVDs for the European market. Its most important manufacturing site is located in Dassow in Mecklenburg-Western Pomerania, Germany. With a production volume of three million discs per day, ODS produces data storage mediums as promotional inserts for newspaper and magazine publishers, music CDs, film and games DVDs, Dual Discs and HD DVDs for the entertainment industry and promotional and training materials for large companies. Outside of Germany, ODS has manufacturing sites and sales and service offices in Great Britain, France, the Netherlands, Italy, Spain, Portugal, Denmark, Sweden, Poland, Hungary and Romania.

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