



## **Hermann Fischer**

### **Material Change**

*Paving the way for solar chemistry in the 21st century*

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Chemical reactions are the basis of all life. They are also an essential part of industrial processing, and for more than a century we have seen the uncontested domination of manufacturing by „hard“ chemistry, i.e. based on petrochemicals. The toxic derivatives of petroleum are still widely used in the production of some 90% of items we take for granted in everyday life. The consequences of this for nature and the environment are only too familiar. Less well known is that there are alternatives and that a material change to renewable resources is possible and indeed imperative. Whether for building materials, paints or packaging, in textiles, cosmetics or state-of-the-art car-making, the full potential of sustainable chemistry is still waiting to be exploited.

Hermann Fischer is a chemist and entrepreneur, and a pioneer and advocate of the use of renewable raw materials. Starting out from the biochemistry of our own metabolism, Fischer uses his in-depth knowledge and vast experience to open the eyes of his readers to the magic of substances and their compounds as they shape our material environment. He illustrates that, parallel to the changes in perception and provision of energy generation, a material change is also long overdue in the chemical industry: our economies can only ever be sustainable if we harness the power of the sun.



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Hermann Fischer is the founder (1983) of AURO Natural Paints. His campaigning work for an alternative chemistry has enjoyed international recognition. In 1992 he was named WWF/Capital “Eco Manager of the Year” and in 1999 received the Friends of the Earth Environmental Prize. His book *Stoff-Wechsel. Auf dem Weg zu einer solaren Chemie für das 21. Jahrhundert* (Material Change. Paving the way for solar chemistry in the 21st century, Kunstmann 2012) has become a standard text in the field.

## **Other titles of the author**

Chemical Turn  
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