

17th, May, 2018

Kansai Paint Co., Ltd.

## Kansai Paint celebrates its 100<sup>th</sup> Anniversary

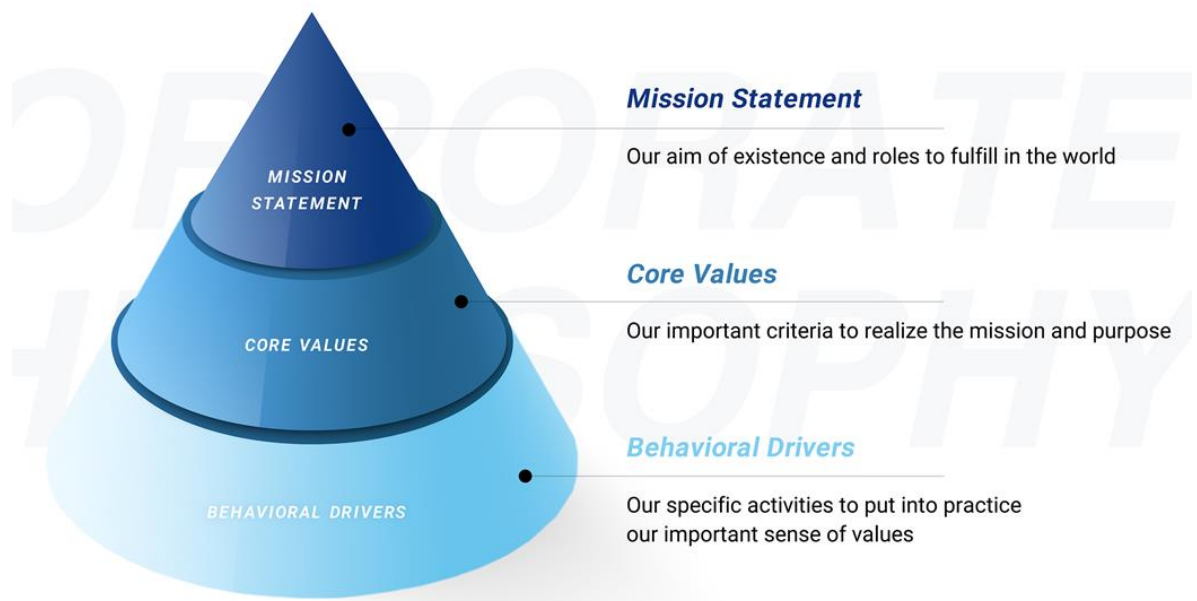
Kansai Paint Co., Ltd. (Head office: Osaka City, President: Hiroshi Ishino) celebrates its 100<sup>th</sup> anniversary today. We would like to announce our activities as ‘our determination’ to continue contributing to the future at this great turning point to start new 100 years.

### 1. Kansai Paint Group Corporate Philosophy

Kansai Paint was founded 100 years ago and has grown to be a global company.

And we aim to continue contributing to development of people and societies all over the world through our business united as one.

To realize this desire we have established our Group corporate philosophy to strengthen Kansai Paint’s DNA further upon celebrating 100<sup>th</sup> anniversary.



### **Mission Statement**

**We leverage superior technology to contribute to our Customers and Society ,in a sustainable manner, with innovative Products and Services, through a competent workforce, built on a culture of Customer Focus, Integrity and Respect to our Stakeholders.**

### **Core Values**

**Integrity**

**Customer focus**

**Accountability**

**Respect**

**Entrepreneurial mindset**

**Innovation**

## 2.100th anniversary logo

We have developed the special logo for a period of one year to celebrate its 100<sup>th</sup> year.



The figure 100 which is rising from the clear, blue horizon symbolizes Kansai Paint Group's mission to strongly stand for the next 100 years and continue growing with unity.

## 3. 100<sup>th</sup> anniversary web site [www.kansai.com/100th/](http://www.kansai.com/100th/)

We will introduce not only our 100 years history and 100<sup>th</sup> anniversary special movie, but various activities for the anniversary.

- ① 100<sup>th</sup> anniversary movie introducing our company [www.kansai.com/100th/about/movie](http://www.kansai.com/100th/about/movie)



Kansai Paint has been developing paints for 100 years.

Paint plays roles such as 'protection', 'authenticity' and 'functions' in various places.

We will communicate our thought for next 100 years as well as contribution to human and social development mainly by unique functional products. The functions and benefits are expressed by 'Ninja', an avatar of Kansai Paint's paint,

- ② Kansai Paint X Manchester United 100<sup>th</sup> anniversary special movie [www.kansai.com/100th/manutd/](http://www.kansai.com/100th/manutd/) (The movie will be released at 10:30 on 18<sup>th</sup>, May)



The main concept is 'GOING BEYOND'.

Kansai Paint and Manchester United facing challenges and overcoming their limits.

This is displayed in an animation created by live-action photographer and Disney-certified illustrator, Mr. Kaz Oomori, that portrays our heroes as pioneers, facing the unknown.

By realizing each one's desire to live a peaceful, comfortable, and convenient life in society, Kansai Paint Group hopes to contribute to human and social development for the next 100 years.

### **Contact**

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