

## **Change of The Logotype of Toho Tenax Co., Ltd. and Its Group Companies**

Tokyo, March 28th 2005

Toho Tenax Co., Ltd. in Japan, Toho Carbon Fibers, Inc. in USA and Tenax Fibers GmbH in Germany introduce a new company logo as follows:

### **Background**

As already announced, Toho Carbon Fibers, Inc. and Tenax Fibers GmbH, wholly-owned subsidiaries of Toho Tenax Co., Ltd., are going to change their company names as of April 1st 2005 to "Toho Tenax America, Inc." and "Toho Tenax Europe GmbH" respectively at a time of embarking on a strategic growth scheme.

In order to have an integrated company logo of the Toho Tenax Group worldwide so as to capture global awareness of the group and to contribute to the expansion of the carbon fiber business, the three companies are going to have a common symbol mark as of April 1st 2005.

### **New Logotype**



### **Design**

The new company logo shows dynamism as well as flexibility.

The word "TENAX" means both "dynamism of the company" and "flexibility of business".

"Challenging red", the brand color of Teijin Group, is employed on "TT", initials of Toho Tenax, showing intention of Toho Tenax to share the spirit of Teijin as well as to operate its business challengingly based on the "strong will and passion toward technology innovation".

"Gray bars", five bars in left and one in right, represent the product portfolio of carbon fiber business with six core products: continuous fibers, prepregs, chopped fibers, oxidized PAN fibers, activated carbon fibers, and composites.

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