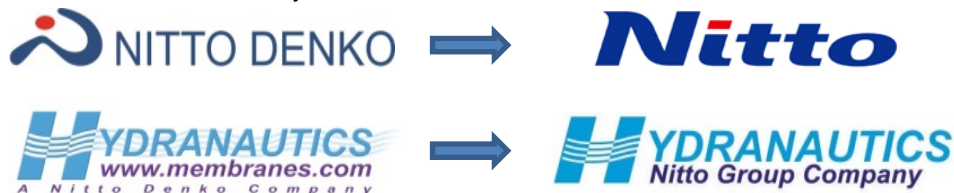


Nitto Group Rebranding

Effective October 1, 2013, the Nitto Corporation will renew the Nitto Group trade name and logo. The familiar Nitto logo with the swoop and red dot will be replaced with a new logo which is a rendering of the trade name “Nitto” in a design that is simple, yet elegant, and easily recognizable. The logo denotes a sense of movement with Nitto Blue as a base color and Nitto Red as a lively accent.



Background and Purpose of Rebranding

Toward its 100th anniversary in 2018, the Nitto Group has been committed to further expand into new business areas such as Green (Environmentally Friendly), Clean (New Energy), and Fine (Life Science) business domains. Thus, in an effort to strengthen the Nitto brand, it was determined that the group would change its trade name to “Nitto” and renew its corporate logo from the current combination of the company name and logo.

The idea behind the rebranding initiative was also to take a proactive step to create a prominent logo reflecting a uniform global company outlook for our customers worldwide while creating a new identity as a technology company with higher brand recall value.

Under the new branding, Nitto will pursue opportunities in various business domains without being limited by the word “Denko” (which means Electric Industries), and strive to achieve continuous growth by increasing the awareness of the Nitto brand worldwide with a more recognizable logo.

About Hydranautics

Hydranautics is a part of the Nitto Group and one of the global leaders in the field of Integrated Membrane Solutions. Hydranautics offers complete membrane solutions like Reverse Osmosis, Nanofiltration, Ultrafiltration, and Microfiltration for Water, Wastewater and Process treatment and applications. Hydranautics membrane based solutions are currently in use on seven continents throughout the world for diverse applications such as Seawater Desalination, Industrial High-Purity Water, Surface Water Treatment, Waste Water Treatment, Specialty Process Applications etc. Our Global Membrane Division is headquartered in Oceanside, CA, USA and we have 3 state-of-the-art manufacturing sites located in Oceanside - USA, Shiga - Japan and Shanghai – China. For further information on Hydranautics kindly visit our website www.membranes.com

About Nitto

Nitto is Japan’s leading diversified materials manufacturer. Founded in 1918, Nitto’s strength is the ability to add diverse functionality to sheets, films and other materials using core technologies such as polymer synthesis, adhesion and coating technologies. The group offers over 13,000 high value specialty products worldwide including optical films for liquid crystal displays, automotive materials, reverse osmosis membranes for desalination and transdermal drug delivery patches. For further information on Nitto kindly visit our website www.nitto.com

Contact us

Jayesh Shah
Global Product Marketing & Communications Manager
Email: jshah@hydranautics.com

Ph : +91-22-40030500
Fx : +91-22-40030496
Cell : +91-9819445151