

Launch of new Kansai Paint Global Corporate Brand

Kansai Paint Co., Ltd. (Head office: Osaka City, President and CEO: Hiroshi Ishino) has celebrated its 100th anniversary on May 17, 2018.

In line with the centennial commemorations, various activities are being conducted aiming to further develop the company.

As a part of this initiative, and after collating the contributions from not only Japan but as well from our overseas group companies, we have designed a new corporate brand and brand logo. This will be a symbol of Kansai Paint, shared and used throughout all Kansai Paint Group companies from November 1st onwards.



1. Background of new Corporate Brand introduction

About 30 years have passed since Kansai Paint's previous corporate brand - ALESCO - was established, and it was successful in raising a level of awareness, mainly in Japan. However, as our operations expanded globally, other corporate brands were being used at each of Kansai Paint Group companies. A need was felt for a new corporate brand to be developed, so it could be shared and used throughout the entire group at the same time as it celebrated its 100th anniversary.

2. Goals of new Corporate Brand introduction

As part of our 100th anniversary initiatives, a new group corporate philosophy was established. We aim to bring it to life, and at the same time increase our business competitiveness and expansion, by introducing a new corporate brand, to be widely used and promoted.

In addition, a new corporate brand image that is developed, shared and used by all companies in the group will also inspire all our employees to greater levels of cooperation across Companies, increasing their satisfaction and sense of belonging.

3. Group Global Corporate Brand Concept

The passion and story behind our new brand was developed based on our group corporate philosophy. Its contents are as follows:

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.

Brand Story

“Designed to last”, a timeless reflection of the Kansai Paint Group.
Providing beauty through color and ceaselessly finding solutions to embrace your living style.
Being sincere, open and positive, continually creating lasting values that please.
Through this practice, we will become an essential element that supports
the development of people and society.

Corporate Logo

The Blue exterior and Red & White interior represent the aspirations and thoughts of the Kansai Paint Group.

“Blue” connotes integrity/accountability/respect,
while “Red & White” connote superior technology/performance/challenge.

These two elements form the Kansai Paint Group “K”.

This integration expresses the Kansai Paint Group as a partnership based on mutual respect.

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

Contact

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