

# Products Information

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Kowa International Co., Ltd.

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# 1. Kowa WRITING Sheet

It sticks on flat surfaces without glue! Good for glass, concrete, wood, metals, and so on

Good for many occasion/purposes: meeting, presentation, message-board, drawing, etc.



**It all easy to use!**

1) Pull a string to open and pull out a sheet gently

2) Tear off the sheet along perforation at every 80cm

3) Put on the sheet to a wall

4) Small-sized papers can be attached on the sheet

5) Use standard whiteboard marker to write and erase



**Static-cling,  
Reusable,  
Erasable,  
Flexible,  
A whiteboard-like sheet!  
and  
Eco-friendly**



**GOLD TITLED - Top of the past 13-year best Trend Tamago of WBS, TV Tokyo**

## 2. Kowa SHELL Sheet

It is a product developed as the certified project sanctioned under Ministry of Economy, Trade and Industry

Four Features	<ul style="list-style-type: none"> <li>➤ Glue-free adhesive and leaves no residue, and good for glass, stainless-steel, tile, etc.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Easily anyone to use and economical</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Strong adhesive power and excellent water resistance is suitable for outside/car-body</li> </ul>	<ul style="list-style-type: none"> <li>➤ Eco-friendly PP(Polypropylene) made</li> </ul>

### ● Usage examples

#### Floor ad



Haneda Airport ANA departure lobby  
ANA Boeing 787 advertisement  
(An exhibition notice and protecting tile floor)

#### Floor decoration



Isetan's flagship store in Shinjuku  
all-floor seasonal decorations  
(Floor/wall/glass/display, etc.)

#### Interior/Window display



#### Car-body sign

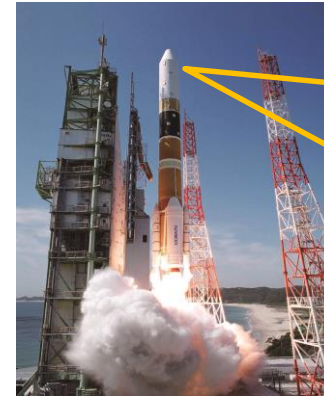
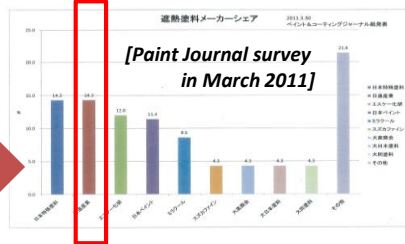


# 3. Heat insulation coating GAINA – (1)

GAINA, advanced ceramics with high insulation efficiency available in the form of coating, is developed by Nissin Sangyo Co., Ltd. with license granted and technology provided from the Japan Aerospace Exploration Agency(JAXA) in 2006.

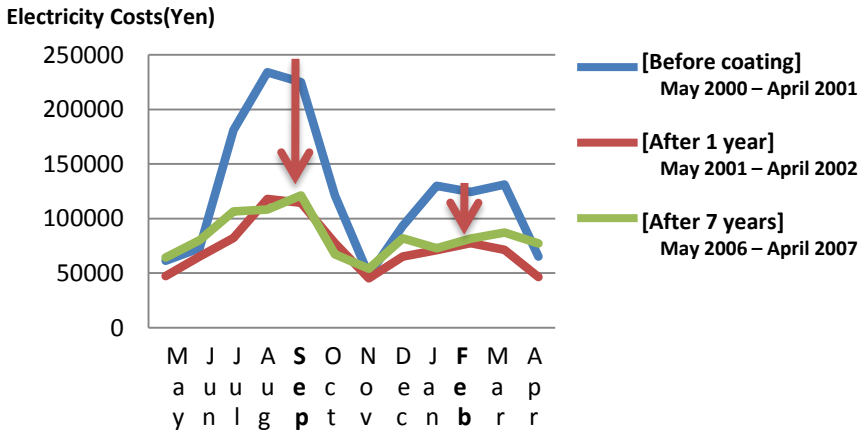
Ceramic content of 60% and it will be 75% after coating is the exclusive technology of GAINA.

GAINA's competitive edge in the marketplace. GAINA is now No.1 market share among over 30 heat insulation/barrier-product companies.



GAINA is the product of rocket science technology being brought down to earth. It is an insulation coating that protected the H-II rocket developed by JAXA.

Save electricity throughout the year  
Reducing cooling cost in summer and heating cost in winter



Odor reduction (Interior)

Tokyo's Nerima Ward Office smoking room

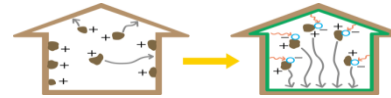


Condensation prevention

Todayji Temple in Nara Treasure Museum(exhibition booths)



Enhancing room air quality (Interior)



GAINA's special ceramic beads emit infrared radiation which creates negative air ions with water molecules in the room air. The negative ions purify dust and dirt in the air.

Incombustibility/Safety

Government-sanctioned incombustible material  
Safety Standards = F☆☆☆☆

- GAINA has not only an excellent heat-barrier effect(15°C difference) in summer, but also has a significant heat-retaining effect.
- It helps to save air-conditioning and electricity cost(Arrows shown above).
- With its superior durability, it is not deteriorated with age. The above graph proves the effect of 7-year after coating.

### 3. Heat insulation coating GAINA – (2)

#### ■ GAINA's functions and descriptions

Function	Description
Cold Protection (Heat retention)	Heat moves from high to low temperature areas. GAINA, improves heat retention and prevents heat from escaping, has high insulation efficiency.
Heat Protection (Heat shield)	GAINA has the biggest share of heat-barrier coating in Japan. It is because not just a reflective heat-barrier, the heat prevention mechanism is its ceramic beads reflect the sun's infrared rays and reduce the energy to enter the house.
Odor Reduction Antifouling	GAINA's electrostatic propensity of 0.0 prevents dirt from adhering to surfaces, while its ionized moisture fuses with airborne dirt and particles, reducing the amount of impurities floating in the room environment.
Enhanced Air Quality (Antibacterial effect)	GAINA's special ceramic beads emit infrared radiation when heat or light energy is received, due to the ceramic's extreme infrared radiation emission capacity. This capacity activates water molecules in the room air, creating negative air ions and purify the air.
Condensation Prevention	GAINA prevents condensation by restraining heat movement, creating a more comfortable lifestyle.
Incombustibility Safety	GAINA is certified incombustible by Ministry of Land, Infrastructure, Transport and Tourism. GAINA Interior received grade F☆☆☆☆* for room air quality safety measurement and the original GAINA holds the same level of safety evaluations for aldehydes and Volatile Organic Compounds. *Regulations under the Building Standard Law of Japan
Durability	Result of the 2,000-hour Xenon cycle test conducted by Japan Railways proved GAINA's 15-year lifetime.

## 4. Company Profile

<b>Name</b>	<b>Kowa International Co., Ltd.</b>	<b>Date of establishment</b>	<b>July 23, 2003</b>
<b>President</b>	<b>Kazunori Hosogai</b>	<b>Capitalization</b>	<b>20 million JPY</b>
<b>Employees</b>	<b>20</b>		
<b>Major Business Lines</b>	<b>Media service : Print media production and distribution</b> <b>Eco-products service : A multi-functional heat-insulation coating material distribution</b> <b>Accounting system service</b> <b>Financial consulting service</b>		

### Company History

- July 2003** - KOWA is established.
- March 2004** - Change the company name to KOWA INTERNATIONAL.
- September 2005** - Kazunori Hosogai is appointed as president of Kowa International.
- December 2008** - Kowa Writing sheet is, top of 238 other featured products, awarded the best of the year of “Trend Tamago” in World Business Satellite (WBS) news program of TV Tokyo.
- February 2009** - Kowa International (Kowa Shell sheet of Media service) is selected as the government-sanctioned model company with high future growth potential by Ministry of Economy, Trade and Industry.
- April 2010** - Start selling GAINA, a multi-functional eco-friendly heat-insulation coating material developed by Nissin Sangyo Co., Ltd.
- April 2011** - Kowa Writing sheet is honored as the Gold award, “the Best of Tre-tama” in “the 3,000<sup>th</sup> Trend Tamago Special” of WBS TV Tokyo business news report. It is the top of “the best of the year” awarded products in the past 13 years.