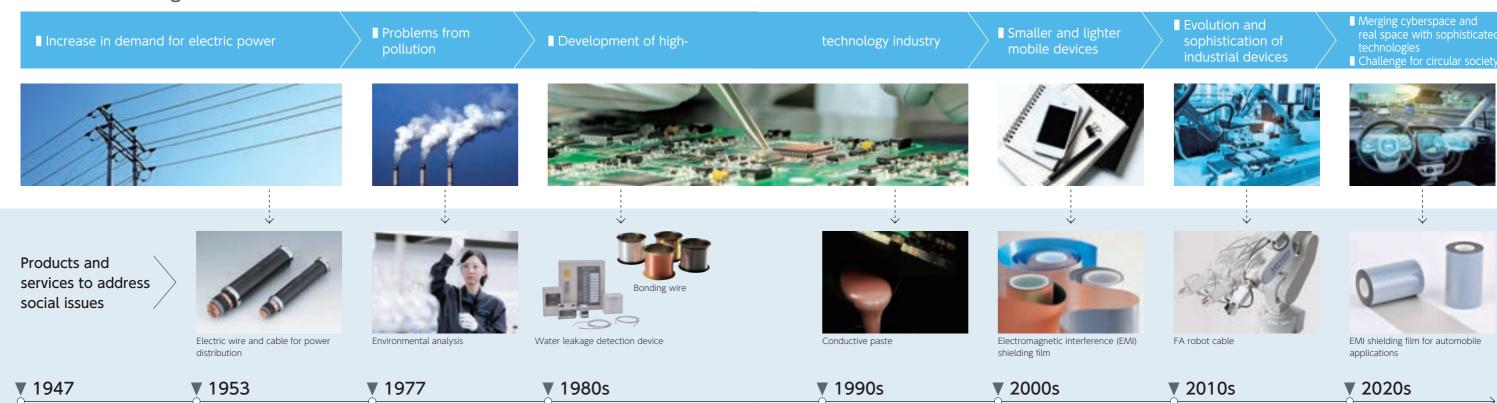
# **History of Value Creation**

The TATSUTA Electric Wire & Cable Group has resolved a broad range of social issues by providing products such as electric wires and cables to support infrastructure and functional films for use in mobile devices. The Group will continue to provide products to meet customer needs in the future.

### Historical background



## ■ History of TATSUTA Electric Wire & Cable Group

Established an integrated production system for electric wires

TATSUTA Electric Wire & Cable Co., Ltd. was established in 1945 by Usaburo Tatsumi and Ryozo Taya. Two years later, it completed an integrated production system from copper melting to wire drawing.



Electric wire manufacturing in its first years

#### Constructed the Wakae Works (current Osaka Works)

TATSUTA constructed the Wakae Works (current Osaka Works) to strengthen electric wire production base. Initially. the Works manufactured products such as vinyl-coated wires, cotton and rubber-coated wires, and telecommunications cables to meet the soaring demand in the period of Japan's high economic growth.



Wakae Works

#### Launched the environmental analysis business

With environmental pollution emerging as a social issue, TATSUTA launched its environmental analysis business, undertaking the concentration measurement of air, water and soil pollution. This business was subsequently taken over by Tatsuta Environmental Analysis Center.



years

#### Expanded into non-electric wire fields

TATSUTA expanded into electronics-related fields, developing products such as water leakage detection devices, bonding wires, and conductive copper paste.





Water leakage detection device

1980s

Conductive copper paste in 1980s

### Enhanced the efficiency of electric wire production systems

In the 1990s, TATSUTA installed what was then state-of-the-art electric wire manufacturing equipment. Productivity increased with advances in machine automation.



The new electric wire manufacturing equipment

#### Commenced sales of electromagnetic interference (EMI) shielding film

Demand emerged for countermeasures against electromagnetic interference in the circuits of electronic devices. TATSUTA developed EMI shielding film, utilizing the outstanding properties of conductive copper paste to counter electromagnetic



EMI shielding film in 2000s

#### Strengthened production and development systems

TATSUTA established the TATSUTA Technical Center and Sendai Works to strengthen production capacity. In addition, it acquired the specialist electronics wire manufacturer Tachii Electric Wire Co., Ltd. (current Tatsuta Tachii Electric Cable Co., Ltd.) as a subsidiary.

#### To seize business opportunities embracing changes in society, TATSUTA established an integrated sales structure for its electric wire and cable business. Redefining the value of EMI shielding film, it launched the WILMINA® brand.

Strengthened market

responsiveness





Sendai Works



Co., Ltd. (Tatsuta Tachii



New Head Office (completed in 2019)