

1-June-2023

To whom it may concern,

Subject: The launch of the new brand "WILMINA®" in the functional film business

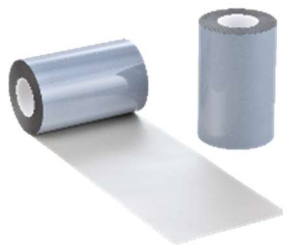
We would like to inform you that Tatsuta Electric Wire & Cable Co., Ltd. (hereinafter referred to as "our company"), headquartered in Higashiosaka City, Osaka Prefecture, and led by President Hiroya Yamada, will launch a new product brand in the functional film business called "WILMINA®" starting from July 1, 2023.

While our company has been contributing to the advancement of mobile devices by developing EMI shielding films to prevent malfunctions caused by electromagnetic noise, we have decided to redefine the value of our already recognized EMI shielding films for FPC and conductive bonding films in the electronic materials industry under the "WILMINA®" brand. We aim to enhance our presence in the market and promote the penetration of the "WILMINA®" brand.

"WILMINA®": A desirable future for everyone.

"WILMINA®" is a coined word combining "mina," a Japanese word which means everyone and "will," representing a desirable future. It embodies our commitment to protect electronic devices from noise with our EMI shielding films, thereby enabling people to lead more fulfilling and desirable lives.

We will continue to actively engage in the development of high-performance and high-quality "WILMINA®" products that meet customer needs, particularly in fields such as mobile devices that require compatibility with next-generation communication standards for high-speed transmission and the automotive industry, which is experiencing accelerated digitalization.



EMI shielding film for FPC



Conductive bonding film

For inquiries regarding this matter, please contact the Sales Department, Functional Material Division, at TEL +81-774-66-5551.