

News Release

April 4, 2023
Proterial, Ltd.
(formerly Hitachi Metals, Ltd.)

Message from CEO at 2023 Welcome Ceremony for New Employees of Proterial, Ltd.

Proterial, Ltd. (Representative Director, Chairman, President & CEO Sean M. Stack, Headquarters: Koto-ku, Tokyo) held an entrance ceremony on April 3, 2023, for the 43 new employees joining the Proterial, Ltd. in FY2023. CEO Sean M. Stack joined to welcome the new employees and gave the following address.



Message from Sean M. Stack, Representative Director, Chairman, President and CEO (Summary)

Welcome to Proterial, everyone. You are the first group of new employees to join our company under the name of Proterial. We thank you for joining our company and sympathizing with our corporate philosophy.

The “Pro” portion of our company name, Proterial, represents our “three pros”: professional, progressive, and proactive. Each of these words contains the following meanings: “work that exceeds expectations,” “the spirit that keeps challenging,” and “an enterprising attitude.”

In addition, as our corporate philosophy, we have our Mission of “Make the best quality available to everyone,” and our Vision of “Leading sustainability by high performance.” Based on the philosophy, Proterial offers a variety of products that can contribute to solving the environmental issues of our customers and their end users as a Green Enabler. Our products are used in various fields of society, and we would like you to take pride in supporting a sustainable society.

The three pillars of our company management are “People”, “Operational Excellence” and “Growth”.

In the “People” pillar, the first principle is “Safety.” The second principle is a corporate culture of “accountability.” I believe that a great culture beats a great strategy, but the two in combination is unbeatable. A good corporate culture and strategy can make a great company.

Proterial, Ltd.

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"Operational Excellence" means to increase productivity while ensuring excellent quality to supply world-class products.

"Growth" realizes great growth by contributing to the reduction of carbon dioxide emissions as a Green Enabler. Let's expand our business to global customers including Europe and the United States more than ever.

Finally, I have two requests for you. The first request is to always ensure safety in everything that you do. Please ensure not only your own safety, but also the safety of your fellow workers. Another request is to embody Proterial by putting our "three pros" into practice and build a wonderful career that lives up to the company name. "Be professional, be progressive and be proactive."

■About the new trade name PROTERIAL

Hitachi Metals, Ltd. changed its trade name to Proterial, Ltd. on January 4, 2023.

PROTERIAL

"Proterial" reflects the essence of our corporate philosophy, which consists of three elements: Mission: "Make the best quality available to everyone;" Vision: "Leading sustainability by high performance;" and Values: "Unfaltering integrity" and "United by respect." It combines "pro-" with the word "material."

"Pro-" represents our "three pros":

- Professional — work that exceeds expectations
- Progressive — a spirit that keeps challenging
- Proactive —an enterprising attitude

"Material" refers to the high-performance materials that our original technologies produce and underpinned by the three pros. With our focus on solving customer issues and bringing new levels of value, we promise to contribute to the realization of a sustainable society through the products and services that embody our philosophy.

■Movie introducing "PROTERIAL"

<https://youtu.be/Q0MKdTh3ofI>

Click here for movie



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