

News Release

October 12, 2023
Proterial, Ltd.

Sponsorship of the 16th Amulet Sword (Omamori Katana) Exhibition

Proterial, Ltd. (hereafter referred to as "Proterial") is pleased to announce its sponsorship of the 16th Amulet Sword Exhibition.

1. About the Amulet Sword Exhibition

Amulet Swords have been carried since ancient times to protect oneself from evil spirits. Even today, Amulet Swords are widely used as a gift for childbirth celebrations, weddings, funerals, and other ceremonies, with hopes for a child's healthy growth or the protection of their owner.

The Amulet Sword Exhibition showcases selected outstanding works collected from swordsmiths and sword artisans nationwide. Since its inception in 2005, the exhibition aims to preserve and enhance traditional sword-related craftsmanship while contributing to the sound development of traditional Japanese arts.

- (1) Organizers: Amulet Sword Exhibition Executive Committee, All Japan Swordsmith Association, Sakaki Town, The Museum of Tetsu, Sakaki Town, Nagano Prefecture, and Hayashibara Museum of Art.
- (2) Duration: The Museum of Tetsu, Sakaki Town (Sakaki Town, Nagano Prefecture)
September 2, 2023 – November 19, 2023
Hayashibara Museum of Art (Okayama City, Okayama Prefecture)
November 23, 2023 – January 14, 2024.

2. Reason Behind our Sponsorship

Proterial's main factory, the Yasugi Works, is the former site of the Unpaku-Steel Limited partnership, established in 1899 by financiers who practiced the ancient method of *tatara* ironmaking. Initially, they shipped *keru* (steel bloom), *tamahagane* (steel made from iron sand), and refined iron (typically used for knives) made by the *tatara* method nationwide. Over time, by applying the *tatara* method and enhancing production efficiency with corner furnaces, Proterial, while developing technology to the current day, produces world-class specialty steel by continuing the spirit of ironmaking fostered by *tatara* ironmaking.

Furthermore, Proterial contributes to the production of *tamahagane*, the sole material for Japanese swords, by supporting the *tatara* operations organized by the Nihon Bijutsu Token Hozon Kyokai. The aim of which is to preserve the technique and culture of *tatara*, one of the starting points of Proterial.

Against this context, we had previously sponsored the exhibition as Hitachi Metals Ltd. Going forward, we decided to sponsor the Amulet Sword as Proterial to support the continuation and improvement of the traditional techniques of *tamahagane* Amulet Sword, which embody the essence of traditional Japanese craftsmanship.

3. Details of the 16th Amulet Sword Exhibition Sponsorship

- Awarding the Proterial Prize* to the best sword
(We will attend the 16th Amulet Sword Exhibition award ceremony held at the Hayashibara Museum of Art on November 22, 2023.)
- Financial support for operational expenses

Proterial, Ltd.

Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan
www.proterial.com/e

Furthermore, Proterial will also be placing digital signage advertisements at stations including Okayama and Kurashiki in conjunction with the hosting of the 16th Amulet Sword.

Note: Proterial Prize: Award to one particularly outstanding sword, including swords from jury members and invited exhibits and excluding swords from holders of Important Intangible Cultural Property. Voting is conducted by all jurors, excluding those from the exhibition jury. If no work receives more than half the votes, a re-vote will take place after eliminating the work with the fewest votes.

Digital signage advertisement sample



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■About PROTERIAL

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: “Unflinching 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.

■Proterial, Ltd. — Company Overview

Established: April 1956

Head office: Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan

Capital: 310 million yen (as of March 31, 2023)

Representative: Representative Director, Chairman, President and Chief Executive Officer (CEO)
Sean M. Stack

Sales revenue: 1,118.9 billion yen (Term ended March 2023)

History: 1910: Founded as Tobata Foundry Co.

1937: Merged with Hitachi, Ltd.

1956: Established separately as Hitachi Metals Industries, Ltd.

2023: Company separated from the Hitachi Group, and renamed from Hitachi Metals, Ltd. to Proterial, Ltd.

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