

# News Release

July 3, 2024  
Proterial, Ltd.

## Sponsorship of the 17th Amulet Sword (Omamori Katana) Exhibition

Proterial, Ltd. (hereafter referred to as "Proterial") is pleased to announce its sponsorship of the 17th Amulet Sword Exhibition.

### 1. About the Amulet Sword Exhibition

Amulet Sword have been carried since ancient times to protect oneself from evil spirits. Even today, Amulet Sword 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) Name: the 17th Amulet Sword (Omamori Katana) Exhibition

(2) Organizers: All Japan Swordsmith Association, Amulet, Sword Exhibition Executive Committee,  
Setouchi City, Bizen Osafune Sword Museum

(3) Duration: Okazaki Castle, Ieyasu and Mikawa Bushi Museum (Okazaki City, Aichi Prefecture)  
July 13, 2024 – September 23, 2024  
Bizen Osafune Sword Museum (Setouchi City, Okayama Prefecture)  
October 1, 2024 – November 17, 2024.

### 2. Reason Behind our Sponsorship

Proterial's main factory, the Yasugi Works (Yasugi City, Shimane Prefecture), 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, Since 1977 (when Hitachi Metals, Ltd. was in charge), 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 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.

### Proterial, Ltd.

Toyosu Prime Square, 5-6-36 Toyosu, Koto-ku, Tokyo 135-0061, Japan  
[www.proterial.com/e](http://www.proterial.com/e)

### 3. Details of the 17th Amulet Sword Exhibition Sponsorship

- Awarding the Proterial Prize\* to the best sword  
(We will present the award at the 17th Amulet Sword Exhibition award ceremony held at the Bizen Osafune Sword Museum on October 1, 2024.)
- Financial support for operational expenses

Furthermore, Proterial will also be placing advertisements at stations including Nagoya, Meitetsu Nagoya, Okayama and Kurashiki in conjunction with the hosting of the 17th 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.

Digital signage advertisement sample

**PROTERIAL**

マテリアルに“PRO”の魂を。

**株式会社プロテリアル**

私たちは「第十七回 お守り刀展覧会」の特別協賛パートナーです。

<https://www.proterial.com>

住所：東京都江東区豊洲5丁目6番36号 豊洲プライムスクエア 電話：0120-603-303

**PROTERIAL**

**YSSヤスキハガネ**

OUR HERITAGE, YOUR ADVANTAGE

日本独創の系譜を、世界のイノベーションへ

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Media Inquiries: Corporate Communications Dept.

[https://www.cntct.proterial.com/contact/publish/inquiry\\_eng?g=01&c=001-01](https://www.cntct.proterial.com/contact/publish/inquiry_eng?g=01&c=001-01)

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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: “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.

## ■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, 2024)

Representative: Sean M. Stack

Representative Director, Chairman, President and Chief Executive Officer (CEO)

Sales revenue: 1,033.2 billion yen (Term ended March 2024)

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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