

News Release

September 20, 2024
Proterial, Ltd.

Proterial to Exhibit its Products at China International Industry Fair (CIIF 2024)

Proterial (China), Ltd. (Shanghai, China; hereafter, “Proterial”), a local Chinese subsidiary of Proterial, Ltd., will exhibit its products at the Robotics Show at the China International Industry Fair (CIIF 2024) that will be held in Shanghai, China from September 24 to September 28, 2024. Proterial will mainly exhibit industrial robot cables developed using various materials and technologies which can contribute to the improvement of performance and functionality of industrial robots.

PROTERIAL

READY FOR SHANGHAI?

Join Us at **CIIF 2024** to Explore Our Cutting-Edge Robotics Solutions





CHINA INTERNATIONAL INDUSTRIAL FAIR 2024
24 - 28 September
National Exhibition and Convention Center
Shanghai, China

1. Background

Industrial robot cables from Proterial feature superior flex resistance and flexibility. They are suitable for use in the moving parts of industrial robots, where resistance to repeated bending and torsion is required, so they contribute to the improvement of the performance and functionality of the robots.

In the Chinese market, there are manufacturing industry clusters. They are large scale and sophisticated, and this has led to growing demand for industrial robot cables with excellent properties. In response, Proterial has decided to exhibit its products at the Robotics Show at the China International Industry Fair (CIIF 2024), which is the most time-honored and largest-scale industrial fair in China, to introduce its excellent industrial robot cables to customers from all over the world, including China. By having customers from China and other countries around the world use its products, Proterial will contribute to the development of the manufacturing industry.

Proterial, Ltd.

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

2. Products to be exhibited

Industrial robot cables

Featuring superior flex resistance and flexibility, these products are suitable for use in moving parts of industrial robots, where resistance to repeated bending and torsion is required. Proterial also offers a wide lineup of cables for the internal wiring of machines and for the connections between machines for supplying power, control and signal transmission.

- FA Series products featuring high flexibility
- FLEX Series products for use in small spaces
- TWT Series products with enhanced torsion resistance
- RBT Series products featuring low dust emissions and high flexibility
- LG Series products featuring low outgassing properties
- FHF Series products featuring heat and wear resistance
- Coaxial cables for cameras featuring high flex resistance and torsion resistance
- Thermally fusible flat cables
- Cables for fixed wiring



Photo: Industrial robot cables

3. Overview of the Robotics Show at the China International Industry Fair (CIIF 2024)

- (1) Date: Tuesday, September 24, 2024 to Saturday, September 28, 2024
- (2) Venue: National Exhibition and Convention Center (Shanghai)
- (3) Organizer: Shanghai Industry & Commerce Exhibition Co., Ltd.
- (4) Official Website: China International Industry Fair <https://www.ciif-expo.com/home>
ROBOTICS SHOW <https://www.ciif-expo.com/rs>
- (5) Proterial booth: 8.1H E258
- (6) Special Website: https://www.china.proterial.com/2024_ciif

Proterial Booth

Presentation Schedule

9:30	Introduction of Proterial
11:30	Introduction of electric wire and cable manufacturing sites
13:30	Collaborative robot cables, welding robot cables, coating robot cables, hexaxial robot cables, harness processed products and other products
15:30	

Four presentations will be given each day with the same

Figure: Proterial booth and presentation schedule

Media Inquiries: Corporate Communications Dept.

https://www.cntct.proterial.com/contact/publish/inquiry_eng?g=01&c=001-01

Customer Inquiries: <https://www.proterial.com/e/contact/>

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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, 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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