

About Proterial

The Thinking Behind our Company Name

The new company name, PROTIERIAL, reflects the essence of our corporate philosophy, which consists of Mission, Vision and Values, combining pro- with the word material. Pro- represents our three pros: Professional—work that exceeds expectations; Progressive—a spirit that keeps challenging, and; Proactive—an enterprising attitude. Material refers to the high-performance materials that our original technologies produce and which underpin 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.

Extracted Keywords	The Essence of our Corporate Philosophy
Professional Work that exceeds expectations	< Pursue the high quality/Create high-performance materials < Engage with integrity/Keep our promises/Act with honesty
Progressive A spirit that keeps challenging	< Creating new value and provide it far and wide < Keep continuing to creation of a sustainable society
Proactive An enterprising attitude	< Respect individuals in their diversity Bring together the passion and capabilities of all members

PRO + MATERIAL

PROTIERIAL

Our Promise

Proterial produces world-class, high-performance materials for mobility, industrial infrastructure, and electronics.

Since 1910, we’ve brought together specialists of all kinds to improve our skills and technologies, reflecting our commitment to achieve the best possible quality in everything we do. Moving forward, we’ll continue to elevate both our products and the processes and people that define them.

Only by conducting all our activities with unfaltering integrity can we meet the expectations and trust of the communities we serve. By creating new and ongoing value, we’ll help customers realize innovation and contribute to a sustainable society.

With our professional determination, progressive intent, and proactive approach, we’ll strive unceasingly to provide exceptional materials that pave the way to a brighter future.

