

October 3, 2023
Sinanen Holdings Co., Ltd.
Sinanen Zeomic Co., Ltd.

A plant-based sustainable natural antimicrobial agent from Finland
has arrived in Japan for the first time!

Sinanen Zeomic enters an exclusive distribution agreement in
Japan and South Korea for NordShield® with Finland's Nordic
BioTech Group

—Specializing in the field of garments and fabrics, and providing a highly
effective anti-odor solution—

Sinanen Zeomic Co., Ltd. (Headquarters: Nagoya City, Aichi, President and CEO: Mitsuaki Murao), which manufactures and sells antimicrobial agents and is a subsidiary of Sinanen Holdings Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and CEO: Masaki Yamazaki), a comprehensive energy, housing, and daily-life services provider, is pleased to announce that it has entered an exclusive distribution agreement with Nordic BioTech Group Ltd. (Headquarters: Finland, CEO: Kristoffer Ekman) in Japan and South Korea for NordShield® series, a plant-based natural antimicrobial agent, which is manufactured and sold by Nordic BioTech Group Ltd.



■ NordShield®, a sustainable material made from scrap pieces of softwood

The NordShield® series is a natural-based antimicrobial agent created by extracting the required components from scrap pieces of softwood. It is mainly used to apply antimicrobial and anti-odor properties to garments and fabrics. Since it is highly effective against bacteria and odors, when used on clothing such as winter outerwear, sweaters and hats that are washed less frequently, they can be

kept cleaner and last longer while economizing the amount of water used by reducing the number of times for washing. This product has already been put to use in an increasing number of garments and fabrics in the European Union.

Since NordShield® is a liquid, it is diluted in water, coated onto the garment or fabric and then simply left to dry, which can provide the material with antimicrobial and anti-odor properties. It does not require a binder (a resin required to bind the antimicrobial agent) or curing (a process that dries the binder using heat to bind the agent) so this can reduce the thermal energy used during the manufacturing process and is expected to contribute towards decarbonization.

In addition to manufacturing and selling Zeomic®, a silver-based inorganic antimicrobial agent, so that the Group can prepare a product lineup that better conforms to the need for sustainable products with less environmental impact because of the recent growing trend to achieve SDGs, Sinanen Zeomic has entered an exclusive distribution agreement in Japan and South Korea for NordShield® with Nordic BioTech Group. Adding NordShield® to its product lineup will make it possible for the Group to provide proposals that further contribute towards promoting decarbonization and sustainability to customers and in the supply chain.

■ Actively promoting proposals for Japanese garments and fabrics

Sinanen Zeomic will proceed with sales proposals of NordShield BioLayr®, an antimicrobial and anti-odor technology for natural fibers, from among the NordShield® series, targeting mainly garment and textile manufacturers as well as specialized trading companies. Nordic Biotech Group is aiming to achieve global market sales of around 1 billion yen in FY2024, and over 2 billion yen by FY2027. Beginning in Japan, Sinanen Zeomic plans to proceed with approval and sales promotion in the South Korean market to target an even larger market together with the Nordic BioTech Group.

Both Sinanen Holdings and Sinanen Zeomic will continue to contribute to safe, secure and comfortable living for customers through the antimicrobial business, and to achieve a sustainable society.

■ First exhibition in Japan at the 14th Japan Fashion Expo (Autumn)

NordShield® will be featured for the first time in Japan at the 14th Japan Fashion Expo (Autumn) to be held at Tokyo Big Sight from October 10 to 12, 2023 (Tuesday to Thursday). Be sure to come and visit the booth.

- Exhibition name: 14th Japan Fashion Expo (Autumn)
(<https://www.fashion-tokyo.jp/autumn/ja-jp/about/jfa.html>)
- Venue: Tokyo Big Sight (<https://www.fashion-tokyo.jp/hub/ja-jp/to-visit/access.html>)
- Booth number: A29-11
- Dates: October 10 to 12, 2023 (Tuesday to Thursday)
- Time: 10 AM to 6 PM (until 5 PM on the final day only)
- Exhibiting department: Sales Department, Sinanen Zeomic Co., Ltd.
- Contact: Sales Department, Sinanen Zeomic Co., Ltd.
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■ About Sinanen Zeomic Co., Ltd.: <https://www.zeomic.co.jp/en/>

Sinanen Zeomic Co., Ltd., a subsidiary of Sinanen Holdings Co., Ltd., is involved in the manufacture and sales business of products that include the antimicrobial agent Zeomic®. The Company was established in 1984, and continues to research and develop antimicrobial agents based on silver and antimicrobial zeolite, and has acquired many patents. The company is making ground to becoming the world's top manufacturer as a pioneer of inorganic antimicrobial agents, having laid the foundations as a manufacturer of such agents.

*Zeomic® is a registered trademark of Sinanen Zeomic.

■ Sinanen Holdings Co., Ltd.: <https://sinanengroup.co.jp/en/>

Sinanen Holdings Co., Ltd. is a holding company of the energy service group founded in 1927. With the mission of the Group to contribute to realizing a comfortable life for all customers in their communities through energy and home & life services, we provide Retail/Wholesale Energy & Related Business for consumers, Energy Solution Business for corporations, and non-energy businesses such as bicycle, bicycle sharing, environmental and recycling, system development, antimicrobial, building management and maintenance, and other services. We are also strengthening efforts to develop new environmentally-friendly businesses and corporate initiatives to achieve a decarbonized society.

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