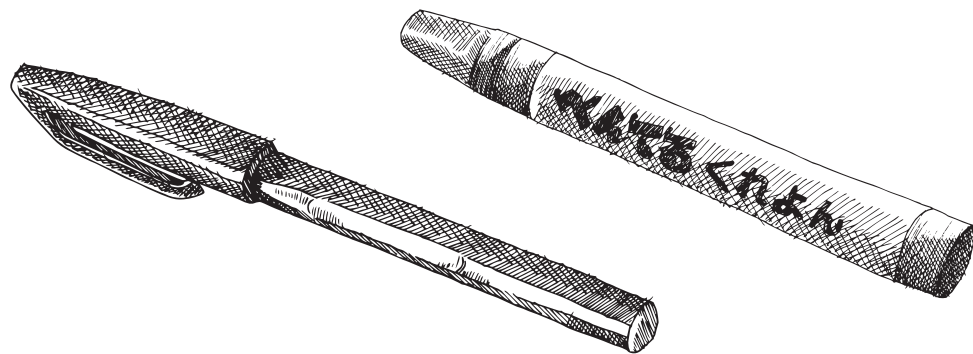


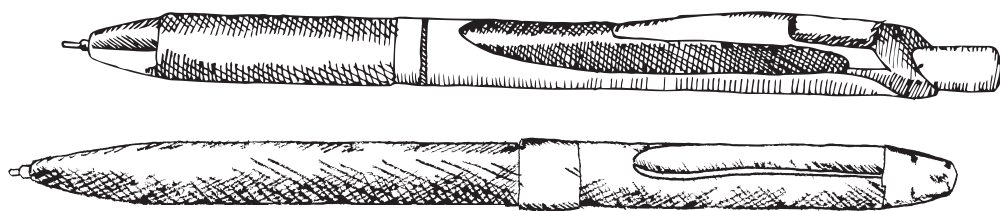
BELIEVE

IN



THE POWER

OF



EXPRESSION

vision book

Discover the best

Pentel[®]



Message from the President & CEO

Characters, lines, and figures written and drawn by hand are characterized by individual variability—some are done with powerful, sharp strokes while others with a soft, strikingly gentle touch—that unfailingly reveals the uniqueness of the writer/drawer.

This personal uniqueness, I believe, lies at the core of the significant cultural activity of expressing oneself by writing and drawing.

In this age of weakened individuality, if we strive to enrich the culture of expression, Pentel will further become a company indispensable to society.

Masaru Wada
President & CEO

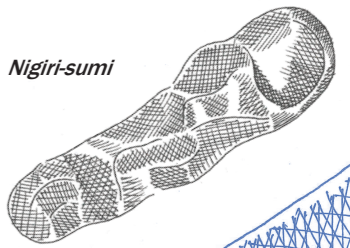


Pentel's Roots : Spirit and Technology of Brush Making

Inheriting long-established craftsmanship of ink brushes

In 1911, Pentel's predecessor, Horie Bunkaido, started as a wholesale business of the stationery of the day, such as ink brushes and ink stones, before beginning to manufacture those products itself. Among its leading products was *Nigiri-sumi*, an ancient ink stick that is gripped in the hand, similar to a crayon. The business also produced ink brushes, an essential writing/drawing tool used in Japan for as long as 1,200 years. The ink brush was a major personal item in Japan during this time. Since it was believed that the user's personality lives in their handwriting/drawing, artisan brushmakers needed highly refined techniques for achieving the finest possible brush tip in order to produce brushes with a comfortable writing experience. This long-established culture and technology underlies two of the three important concepts Pentel is committed to: "technology at the tips" and "lowering the barrier."

Nigiri-sumi



Taking on challenges to develop expression tools, starting with crayons

In Japan after World War II, calligraphy education was banned in accordance with Allied Occupation policies. Against this background, Yukio Horie, founder of Pentel, predicted that arts and culture such as music and painting would become widely popular, and so decided to manufacture crayons, seeking to provide new tools of expression for children to substitute for ink brushes. As there was virtually no market for the product in Japan in those days, Horie and his employees studied manufacturing methods with reference to literature they had acquired on their own, and launched the crayon business from self-procured facilities. This period represents the beginning of our commitment to "colors," the third and remaining important concept, and the commencement of our ongoing challenge of developing expression tools.



02 | EXPRESSION TOOLS TODAY

ENERGEL



Pens continue to evolve to better fit users' needs

Since its launch in the U.S. in 2000, EnerGel has expanded its market globally, continually updating its features. The gel ink ballpoint pen delivers high quality performance in the 3 areas of smooth writing experience, vivid colors, and quick-drying ink, all of which have been appreciated by countless users. The product has also broadened its lineup to be able to better accommodate various needs related to writing and drawing by offering more choices in pen point size ranges from 0.3mm to 1.0mm, as well as ink color variation. The development of the product has been driven by Pentel's origins and commitment to "technology at the tips" and "lowering the barrier" as well as the wish to present its philosophy about expression tools.



In response to changes in society led by diversifying values and lifestyles, we have worked to continually evolve EnerGel, while keeping in mind how the roles of expression tools have changed in this day and age. Recent results of such efforts include EnerGel Clena and EnerGel infree, both of which seek to inspire users in new ways by speaking to the individual's specific moments and needs. We will continue with our exploration of "tools that enable people to comfortably express their thoughts and feelings", giving first priority to the needs and expectations of users.



When designing tools of expression, I try to start thinking of specific situations and lifestyles that require such tools, rather than thinking about the tools first. Holding firm to this policy, I work to propose attractive pens that users will choose to keep with them at all times to suit their lifestyles.

Nao Morita
Product Design Section

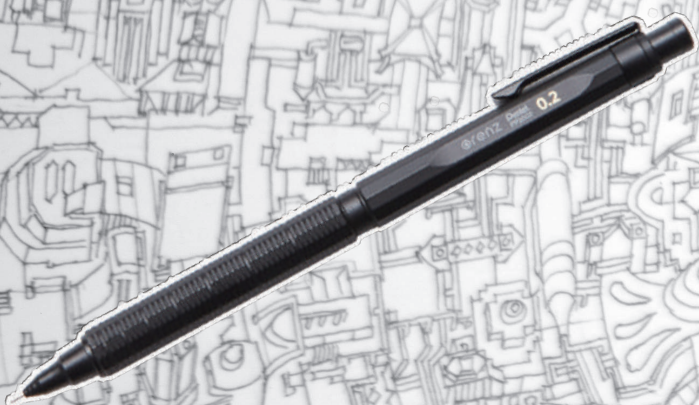
EnerGel's "first-in-class" product quality has allowed Pentel market penetration in the U.S. With a declarative and memorable product statement of "The Ultimate Writing Pen", we will continue to increase distribution while providing high consumer identification.

Gary Poillucci
Sales manager, pentel of america, LTD.



Where expression tools have arrived today, coming a long way from their origins

orenz



Mechanical pencils open up new possibilities of expression, with ultimate technology

Since 1960, when Pentel released the world's first mechanical pencil that uses a lead advance button to advance the lead, the company has continued to refine technologies for this product category. Orenznero, introduced in 2017, represents a culmination of half a century of technical efforts. The Orenz series, started with Orenz 0.2, an innovative mechanical pencil launched in 2014. The Orenz 0.2 showcased 0.2mm lead, unique to Pentel, while featuring the Orenz System, Pentel's proprietary anti-breaking lead technology. Orenznero has been upgraded by adding a mechanism to advance the lead automatically, eliminating the need to press the lead advance button while writing, an action that often disturbs concentration. This achievement marked further progress in the "technology at the tips", resulting from endeavors in pursuit of the ultimate possibilities of the mechanical pencil as a tool of expression.

That coupled with its unique product design, Orenznero has drawn broad attention, even from beyond the stationery industry, and won the hearts of many consumers. The extensive acclaim is largely directed at the distinctive functionality for expression enabled by the ultrafine 0.2 mm lead. This pencil will enable you to write down ideas anywhere on the spot, so that you can later use your written notes easily and reliably to develop your ideas ... thereby helping to open up new possibilities for expression. We will work to further expand the potential usage of the tool by further "lowering the barrier" to expression.

Pentel has introduced many long-selling products developed based on our traditional original technologies, in addition to those associated with the 0.2 mm lead. I'm working to communicate the strong appeal of these products, looking to help individual users understand the unique value offered by Pentel.

Manami Iizuka
Marketing Promotion Department

Development of the Orenz series has required high-level precision technologies—made possible with nearly full-fledged precision equipment. I am confident that the series can offer a broad range of usability value related to writing and drawing. We will continue to develop mechanical pencils that will be chosen by many more users.

Yoshikazu Ito
Mechanical Pencil Development Section



Pentel taking on challenges to give color to the origins

“Lowering the barrier” to expression across borders

Pentel Arts is the brand for art materials marketed mainly outside of Japan. Unlike Japan, where the primary target of this category is children, many countries have substantial hobby markets for adults interested in art creation. Within this brand category, Color Brush enjoys particularly broad popularity among such hobby artists. This brush pen series for hobbyists was developed by adding color ink variations to Pentel's traditional black ink brush pen, thereby presenting a contemporary form of Japan's traditional ink brush culture.

To promote Pentel Arts, we organize various workshops and events all over the world to provide opportunities for many potential users to try the products. Among recent events was a comic art competition hosted by Pentel Singapore in 2018, which received a lot of applications. Our endeavors aimed at “lowering the barrier” are creating new possibilities for expression across borders.



I understand that Pentel Arts pursues the coupling of “excitement of fun” and “creativity” as its key theme. Users share their works created with Color Brush and other products using the hashtag #pentelsingapore on social media sites. It's encouraging to see art lovers' networks expanding through Pentel's art materials.

Diana Jacinto
Graphic designer,
Pentel (singapore) pte. LTD.



Expanding the “technology at the tips” across industries

The Pentel Brush Pen, developed based on traditional brush technologies dating back to years before Pentel was founded, features a nylon fiber brush. The material is highly elastic and durable, and therefore lends itself to customizable thickness and shape to achieve precisely tailored tips of a kind that are not possible with a natural animal hair brush or synthetic fiber brush. The relevant proprietary technologies have begun drawing attention of companies outside the stationery industry, including Kanebo Cosmetics, Inc. among others. We launched a joint development project with KATE, Kanebo's global makeup brand, to produce a high-function liquid

eyeliner. The resulting KATE Super Sharp Liner EX was released in February 2017 and instantly became a huge hit. This innovative invention features high functionality to fill gaps between eyelashes more comprehensively than by simply drawing eye lines. This product gives a deep dimensional appearance around the eye area, creating a brighter look. Thus, our “technology at the tips” is expanding its possibilities into broader sectors beyond stationery.

In addition to cosmetics, other industries are also showing increasing interest in Pentel's brush technologies, and are requesting proposals based on our industrial point of view as a stationery manufacturer. I expect that these cross-industrial partnership opportunities will allow us to widen our customer base and also create a synergistic effect in our stationery business.

Naoko Hashimoto
Functional Plastic Container Division



Memory of school building project



Project for making children's free expression a lifetime memory

In 2014, Pentel started a project in partnership with Canon Marketing Japan Inc. to create an opportunity for elementary school children to make memories of their school buildings slated to be demolished for rebuilding or due to school closure and integration. The project invites not only children but also their guardians, past graduates, school representatives and local residents to participate in the event, where they individually give color to their memories on the huge “canvas” provided by the building, using Pentel's crayons and paints. Some children are assigned the role of “Memory Photographer” to take photos of the works in progress and completed pieces using SLR cameras. These photos are processed into large posters and photo books, which are offered to the school. Elementary

schools are filled with irreplaceable memories with teachers and friends, studying and playing together. This project allows children to treasure those memories along with this experience. Building on its founding business of crayon production, Pentel has continued producing tools of expression for children, and this project is intended to give a contemporary shape to its long-time commitment to supporting activities that encourage children to express themselves.

We have moved into the new school building. I am pleased that children remain emotionally secure, having adapted to the new environment. I am convinced that this is due to the fact that they left their previous school in an appropriate manner, expressing their gratitude to what was an important place. I hope that this project will be carried out across the country.

Mr. Sasima
Principal of Tama Daini Elementary School

Children have incredibly creative and expressive powers. This project allows children to fully demonstrate these powers, and touches their hearts. I hope that this memory-making activity for school closure and rebuilding will continue.

Ms. Nakajima
Principal of Nijo Elementary School



Why do we express ourselves?



Prof. Naoki Mizushima

Professor at the University of the Sacred Heart, Tokyo. Involved in formulating the government's school curriculum guidelines. Former president of the Japan University Figurative Art Education Teachers Training Association. Visiting professor at University of Roehampton and University of Bologna. Currently, representative director of the Association of Art Education; and director of The Bliiku Bunka Kyokai (The Foundation of Art Education in Japan).

Humankind develops its creative imagination throughout its history of ingenuity

Children like to invent stories for fun. Their stories are very creative and imaginative, filled with unique metaphors and free associations made by picking things out from their surroundings. This is what lies behind humankind's "history of ingenuity", practiced for over three million years. These practices, which can be seen in cave art and elaborate earthenware pottery, is what cultivated humankind's imagination. As children, we are all endowed with the "*pensee sauvage*" (The Savage Mind), the ability to defy common sense and create something new. However, our imagination has been weakened today, due to modern education oriented toward rationalization and conceptualization of letters, numbers and programs.

Expecting new possibilities for tools of expression

The Association of Art Education organizes programs to cultivate the "*pensee sauvage*" inherent in the minds of children. The key part of the programs is experience-based activities using the five senses. Participants are encouraged to touch various materials, use tools, and engage in other activities so that the findings and understandings gained through these physical activities will help develop their imaginative capabilities. Pentel's tools of expression provide this exact opportunity. Yubi Enogu (watercolors for finger painting) is particularly suitable, because it is a medium that stimulates the user's five senses. I believe there is still a huge potential in how tools of expression are utilized and enjoyed. I would ask Pentel to be more proactive in providing not only children but adults the opportunity to cultivate one's imagination.

Expression tools to empower imagination

The act of expression, in essence, refers to the practice of outputting inner ideas accumulated from inputs received via the five physical senses, by giving it form in one's own way. It should be noted that physical input comes before expression. In this age of digitization, the existence of tools of expression can help us regain our imagination through physical activities, and therein lies immense value. I feel that through cultivating the power of imagination, comes innovative ideas and views to break the deadlocks facing our society as well as clues to living a better life.

THE POWER OF EXPRESSION TOOLS

We create the tools that enable people everywhere to give form to their inner thoughts and feelings, and to cultivate the joy of expressing themselves.

Creation of tools that are not merely drawing/painting instruments or writing instruments

They are not just instruments for drawing/painting pictures well.

They are not only writing instruments for providing information.

They are tools that enable people everywhere to give form to their inner thoughts and ideas in a straightforward manner.

We believe that these tools will continue to be needed by people, even in the era of digital tools.

We have expressed these thoughts as Our Vision.

Following Our Vision, we have also established a new corporate tagline.

Pentel offers many tools that enable you to freely express their feelings.

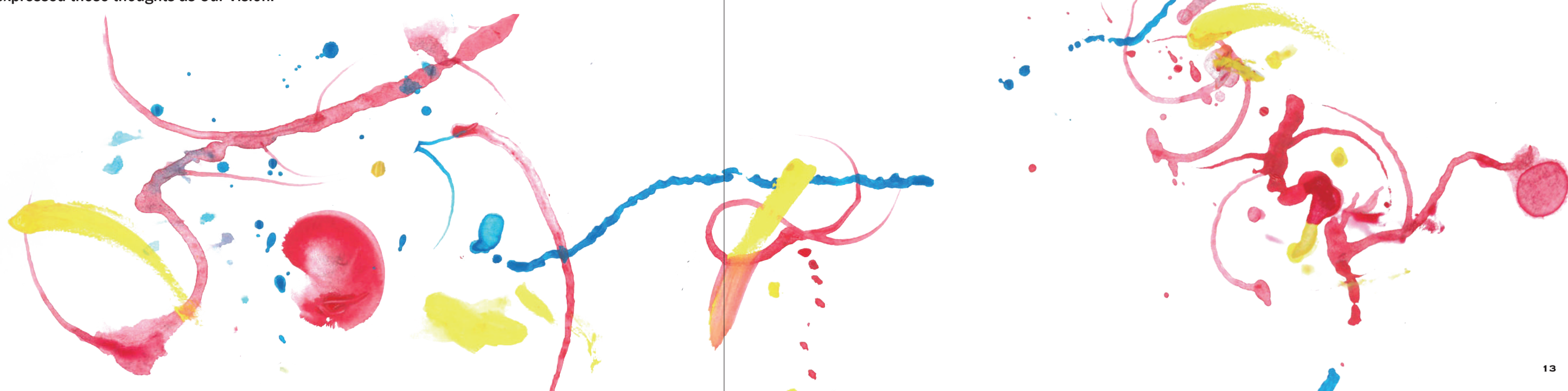
“Discover the best”

This phrase reflects our wish that you will discover the best in you using those tools.

During that journey, there may be times you need to rewrite or your drawings fall short,

Pentel wishes to embrace that journey.

Since the final result is not everything.





THE FUTURE OF EXPRESSION WE ENVISION

In order to realize Our Vision, what actions can we take and what sort of future should we create for expression tools? Young employees who bear the future of Pentel discussed this theme freely, "expressing" what they envision for the future.



隣にいるあの人が、
駅でそれ違ったあの人が、
地球の裏側で暮らすあの人が、
考えていること、感じていることを誰かに伝える。
その外にほやたい。

谷地萌 -Megumi Yachi



「文具を
表現具の
中心に!!」

Develop stationery into a central expression media category.

横田康介
-Kousuke Yokota



自分たちの
表現
を楽しむ!!
馬場 麻祐花

Enjoy your own way of expressing yourself.
-Mayuka Baba



表現具と一緒に考えつづけたい。

アイデアを出したり、思いをまとめたり。
頭の中にあるものを形にするといい。
やっぱりペンと紙!

木内春花 -Haruka Kiuchi

Expression tools will continue to be my essential medium for brainstorming. Pens and paper are indispensable when giving shape to inner thoughts, creating, and organizing ideas.



愛着を持って
使ってもらえる
表現具のデザイン

Design expression tools to which users will build emotional attachment.

梅谷朋世
-Tomoyo Umeya



上手・下手関係なく
皆が書く・描くことが
好きになる表現具を作りたい。

I want to create expression tools that makes people love writing/drawing regardless of how good they are.
林 佑美
-Yumi Hayashi



日々の中にある
表現の場を
見逃さない!

尾辻尚美
-Naomi Otsuji

Don't miss opportunities for expression in day-to-day activities.



文具は
楽しい!!
を伝えたい。

豊田 慶太郎
-Keitaro Toyoda

Stationery is fun!
I hope to communicate this to many people.



△んてるの商品で
たくさんの人を
わくわく
させたい!

Deliver Pentel products to many more people so they can experience the thrill of using them.

小林 隆太郎
-Ryutarō Kobayashi

ペン先と紙の
接している感覚を
追求したい!!

Pursue the exquisite feeling generated when the tip of the pen contacts the paper.

泉 千晴
-Chiharu Izumi



自分の手で、気持ちを表現することを大切にしたい
カラフル・書きやすい・楽しいなどなど...
生活の中にとけこみ
表現具を作りたい

Embrace the value of expressing their feelings by hand. I want to create expression tools—colorful, easy-to-use, playful—so that they can enrich the everyday lives of many people.

三浦 愛実
-Manami Miura



**We believe in everyone's
inherent power of imagination.
We believe that by expressing
our imagination,
we create a world filled with hope.**

1945

1950

1960

1970

1980

1990

2000

2010

World Events

WWII ends

Korean War

Lyndon B. Johnson administration

1970 Expo '70 in Osaka

Sapporo Olympics

1979 G7 Summit in Tokyo
Rolling Writer adopted as the official pen for the summit.

Japan's Bubble Economy

FIFA World Cup held in Japan/Korea

2011 Tohoku Earthquake

Pentel's Milestones

Horie Bunkaido established (1911)

1950 The Biiku Bunka Kyokai established
(The Foundation of Art Education in Japan)

1946 THE JAPAN STATIONERY Co., Ltd. established

1953 Starts exports

Soka Factory commences operation

1964 Participates in an international stationery trade show in Chicago
Sign Pen attracts interest of a presidential aide, and became President Johnson's go-to pen.

Yoshikawa Factory commences operation
Pentel of America, Ltd. established

Ibaraki Factory commences operation

1971 Renamed Pentel Co., Ltd.

1970 The 1st International Children's Art Exhibition (ICAIE)
Exhibits drawings/paintings created by children in 40 countries. Organized by the Biiku Bunka Kyokai annually to support healthy emotional development of youth and contribute to the building of a society that values arts and culture, under the slogan of "a child's picture in every home."

First in industry to be certified for ISO 9001
(Ibaraki and Yoshikawa plants)

Certified for ISO 14001 for all three factories in Japan

2006 "The world's longest drawing" drawn by employees to commemorate the company's 60th anniversary and listed in the Guinness Book of Records

2013 Vision Project
Established the company's vision statement as a guiding principle for the coming 20 years. Coined the term "expression tools."

2016 70th Anniversary

2017 Receives the MEXT award for companies promoting experience-based learning activities for youth

2018 Receives the Japan Mécénat Award
Granted by the Commissioner for Cultural Affairs

Product Milestones

Crayons & Pastels

1947 Bright Crayon
Domestic crayons made from paraffin wax and pigment. Starts manufacture and sales of school stationery and art materials, aiming to contribute to education, an essential key to rebuilding the war-damaged country.

1951 Pentel(Oil Pastel)

1955 Pentel Crayon
Compared to pastels, more suitable for detailed expressions such as drawing fine lines, and enables rich expression such as working on glass. The basic design and excellent features remain unchanged today.

Paints

1949 Dragon Paints
Domestic transparent watercolors in tube.

1952 Pentel Paints (Opaque watercolor)

1962 Pentel Watercolor F
Allows transparent and opaque applications alike. Longtime seller sold today as F-Watercolor.

2014 Watercolor for class
Paints for group art projects, chiefly targeting children. Can be applied to many types of materials and be easily washed off after use.

2015 Water Colors for Finger Painting
Can paint without brushes/tools by using fingers and hands.

2017 Vistage -Watercolor oil pastels/Aquash pastels
A water-soluble pastel that enables versatile expression, ranging from traditional oil pastel to watercolor effects using a water brush.

2018 Vistage -Watercolor sticks

Mechanical Pencils

1960 Pentel Pencil (0.9mm)
World's first mechanical pencil using a lead advance button for advancing the lead, thus never needing to be sharpened.
Pentel Mechanical Pencil Hi-Polymer Lead
Develops the world's first mechanical pencil lead using synthetic resin in place of clay, reducing the commercialized lead diameter.

1965 PG (Graph Pencil)

1968 Mechanica
World's first mechanical drafting pencil with 0.3 mm lead.

1971 KERRY
Fountain pen shaped pencil in which the cap can be snap-fitted onto the end of the pencil barrel to press down on the lead advance button.

1973 PS1042 (0.2mm)
World's first mechanical pencil that can support a 0.2 mm lead, a key technology later applied to develop the Orenz series.

1986 GRAPH1000
Receiving the Long Life Design Award, this standard mechanical drafting pencil continues to enjoy strong popularity.

1987 SMASH
Features a stylish design, durability to endure 100,000 clicks, and a reliable writing experience.
MultiS
Multifunctional pen that can contain eight inks and leads, making it a long-time seller chosen by countless editors and creators.

2014 Orenz0.2
Mechanical pencil that employs a sliding sleeve to protect the 0.2 mm ultrafine lead from breaking.

2017 Orenznero
Pentel's flagship mechanical pencil that features the Orenz System and an automatic lead extension mechanism.

Water Based Ink Pens

1963 Sign Pen
Original water-based ink fiber tip pen that offers a brush-like writing experience and prevents ink from bleeding through. Long-time seller appreciated by the creative industry.

1967 Rolling Writer
Water-based ballpoint pen equipped with a resin tip, offering a unique writing experience.

1972 Ball Pentel
Water-based ballpoint pen equipped with a resin tip with a smooth writing experience. The unconventional green body took the world by storm.

1979 Stylo
Achieves the fountain pen feel with a plastic nib, offering a unique writing experience that continues to increase loyal fans among writers and creators around the world.

1989 Hybrid
Gel ink pen that combines properties of oil-based ink and water-based ink.

1996 Hybrid Milky series

2000 EnerGel
Next-gen gel ink pen demonstrating excellence in terms of smooth writing experience, vivid colors and quick-drying ink.

2003 Fine brush for Japanese traditional crafts
Applies proprietary Pentel's Brush Pen technologies in areas such as brush tapering, ink formulation and fiber blending.

2012 Art Brush
Japan begins to sell Color Brush under the product name Art Brush. Color Brush is beginning to be recognized as an art product domestically as well.

2018 EnerGel infree
EnerGel with a transparent barrel. A new series that features fun and unique color variations compared to typical office supplies.

Brush Pens

1946 Nigiri-sumi
Ancient ink stick that is gripped in the hand, similar to a crayon.

1976 Pentel Brush Pen
Nylon fiber-based ink brush pen. Pentel's proprietary tapering technology offers a quality equal or greater than natural animal hair brush pen.

1978 Color Brush
Developed based on the Pentel's Brush Pen technology, targeting hobby markets outside of Japan.

1983 Pentel Correction Pen (Pen type)
1985 Correction Pen (Bottle type)
World's first "correction pen" featuring a pen tip, as compared with conventional brush-end products.

1975 Pen-puter
Industrial-use computer equipped with a user-friendly pen touch screen, developed using captive touch technology.

2004 airpen
Ultrasonic infrared digital pen that enables handwriting on the paper to be simultaneously digitized and stored in the PC and smartphone.

2013 AnkiSnap
New-category smart stationery that combines smartphone apps and marking pens. Smartphone-based learning tool.

2018 kumikae-note
Smart stationery designed for use in team brainstorming.

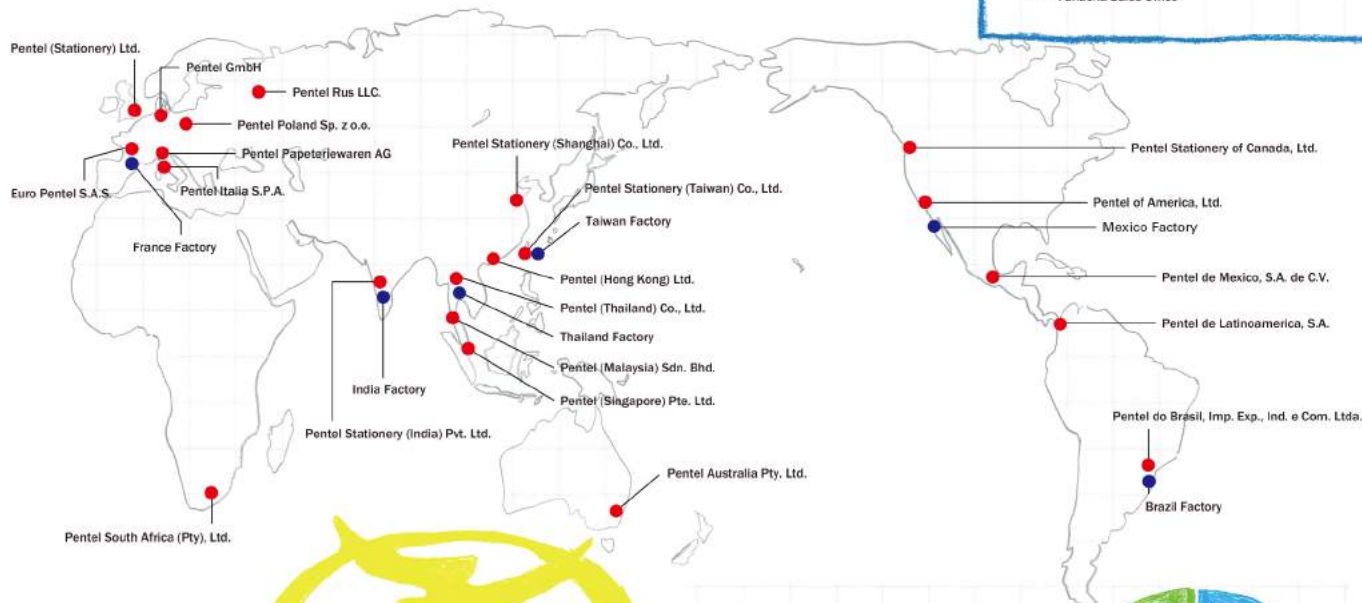
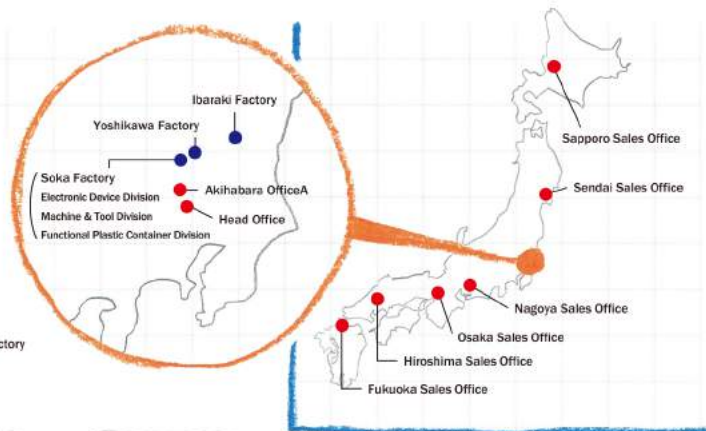
THE HISTORY OF PENTEL



THE PENTEL GROUP'S NETWORK

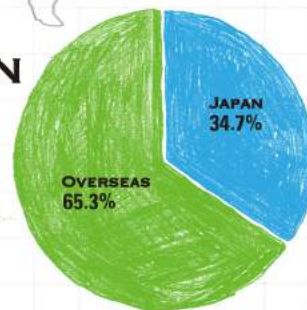
A total of 22 sales offices covering more than 120 countries

● Head Office/Sales Office in Japan, Affiliated Company ● Factory



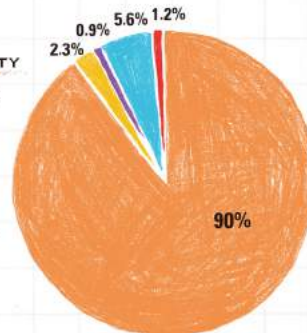
BREAKDOWN OF SALES

DOMESTIC / OVERSEAS SALES
(FY2017 consolidated)



SALES BY BUSINESS ACTIVITY
(FY2017 non-consolidated)

- Stationery
- Electronic Device
- Machine & Tool
- Functional Plastic Container
- Other



CORPORATE PROFILE

Company name : Pentel Co., Ltd.

Head office : 7-2 Koami-cho, Nihonbashi, Chuo-ku, Tokyo 103-8538, Japan

Phone : +81-3-3667-3333

Representative : Masaru Wada, President

Established : March 1946

Capital : 450 million yen

Number of employees :
2,893 (FY2017 consolidated)
706 (FY2017 non-consolidated)

Sales :
40,927 million yen (FY2017 consolidated)
24,023 million yen (FY2017 non-consolidated)



Discover the best

Pentel[®]