



# Taiica

company profile

[taica.co.jp/en](http://taica.co.jp/en)

# Creation, our mission

Taica Corporation has been expanding its businesses as an R&D-oriented company since its founding in 1948 around three main products: CUBIC PRINTING technology, αGEL (Alpha GEL) multifunctional material, and αPLA (Alpha PLA) caregiving assistance products. We express our sincere gratitude for your support over these more than 70 years.

“Taica brings surprise and inspiration to the world with innovative technology and ideas” is our Corporate Identity and mission. This identity is not only limited to providing αGEL and αPLA products or CUBIC technology. As reflected by the origin of our company name in Japanese, **Taica represents spreading our wings wide to fly high (大翔: High-Flying), evolve itself to take great stride (大化: Great Change) and blossom brilliantly (大華: Glorious Flower).**

Our name embodies our passion to continue facing new challenges as a global company. We aspire to cultivate innovative ideas and technologies that will bring excitement and sensation to the world we live in now and in the future.

Taica aims to actively take action to achieve the Sustainable Development Goals (SDGs), to provide solutions to social issues such as an aging society due to declining birthrates, and to help to contribute to decarbonization and infection control measures. Taica aspires to contribute to the creation of a society of harmony, prosperity and sustainability, continuously delivering excitement and sensation through its activities.

Moving forward, Taica will continue to evolve with vitality and uniqueness.

**Taito Suzuki**  
President



## Corporate Identity

Taica: Bringing surprise and inspiration to the world with innovative technology and ideas.

We at Taica are working to explore original ideas and invent new, useful technologies in order to enrich people's lives and inspire the society of the future to reach for ever greater dreams. We have three guidelines, which inform everything we do: “Smile” “Think” “Challenge”.

## Action Guidelines

Each and every Taica employee strives to uphold the Corporate Identity through individual effort and cooperation.

# Team Taica

Smile + Think + Challenge

**Smile** Having a cheerful, positive attitude that never falters.

**Think** Always thinking of how to realize our ideas without giving up.

**Challenge** Never letting the fear of failure prevent us from taking on greater and greater challenges.

## Multifunctional Materials Division

**αGEL®**  
Discover Softness.

αGEL (Alpha GEL) is a gel material with unmatched softness developed by Taica Corporation.

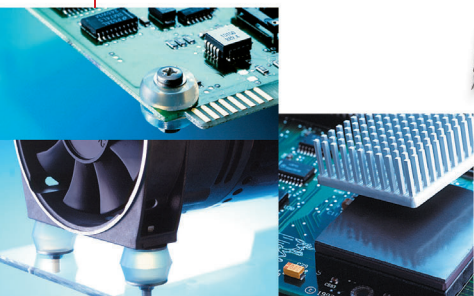
αGEL, products are used in various applications such as sporting gears, stationery, bags, watches, automotive components, industrial equipment, electronics, and caregiving assistance products, offering solutions for shock absorption, vibration damping, heat dissipation, waterproofing, dustproofing, optical bonding, tactile enhancement and more with its unique characteristics.



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## CUBIC Division

**CUBIC™**

CUBIC is a unique decorative technology for printing colorful designs on all kinds of products. CUBIC technology is well-received around the world with its unique hydrographic printing process providing solutions to diversified needs and challenges.

CUBIC makes printing on complex shapes possible. It has earned a high reputation for its quality and design. CUBIC is widely used in the automotive industry today, and it is also being applied to home appliances, interior goods and in a vast range of other fields.



## Wellness Division

**αPLA**

Taica Wellness develops and markets caregiving assistance, disaster prevention and mitigation, and functional bedding products. Our unique product lineup is designed to bring ease and comfort to everyone.

The αPLA (Alpha PLA) product series focuses on anti-bedsore mattresses and other caregiving assistance products while the αPLA AID product series focuses on disaster prevention hats and other disaster prevention and mitigation products. αPLA SLEEP focuses on development and sales of a comfortable pillow capitalizing on the expertise Taica has cultivated in the medical and caregiving fields.





## Intellectual Property Initiatives

As an R&D-oriented company, Taica has been emphasizing intellectual property as an important management resource since its founding in 1948. We will continue to create new value through development activities cultivated by our predecessors in our long history as a company.

## Social Contribution Activities

We engage in donation and supportive activities centering on the revitalization of local communities and contributions to international society.

## Advancing to become a Company of Genuine Value

Taica Corporation strives to realize its Corporate Identity engaging in a diverse range of missions to become a company of genuine value for society.

## Quality Control and Environmental Initiatives

Taica is ISO 9001 certified for its quality management system and holds the ISO 14001 certification for its environmental management system. We will always conduct business activities as environmentally friendly as possible while providing the quality that earns customer trust and satisfaction.

## Corporate Compliance

Taica maintains a strong commitment to comply with all laws, regulations, internal rules and social norms as well as acts in an ethical and responsible manner with the hope of achieving transparency ensuring legal compliance and a refreshing corporate culture people love. To solidify our corporate governance system, we have also set up a contact for internal reporting and consultation regarding legal violations or other such incidents which intends to prevent and quickly discover any potential misconduct. Our executives and employees strictly adhere to the Corporate Code of Conduct drafted as a robust compliance framework for all corporate activities.

## Corporate Governance

Taica strives to maintain an internal control system that is able to ensure corporate transparency, safety, and growth. These corporate governance efforts earn the trust of our customers, business partners, shareholders, communities, employees and other stakeholders. Our executives and employees strictly adhere to our Internal Control Policy drafted as the guiding principles for all corporate activities.

## Health Management Declaration

Taica has established a Health Management Declaration to strategically promote the health of its employees as an integral issue of management. We see our employees as an invaluable asset. That is why the Health Management Declaration was created to actively promote better employee health.

## History

- 1948.10 — Established in Shimizu City, Shizuoka Prefecture (currently Shimizu Ward, Shizuoka City).
- 1973.12 — Founded Suzuki Sogyo Co., Ltd.
- 1974.08 — Invented the CUBIC 3D decoration process and applied for domestic and foreign patents.
- 1976.04 — Founded Shizuoka Cubic Co., Ltd. to expand CUBIC sales.
- 1984.07 — Developed the αGEL multifunctional material.
- 1988.07 — Founded Sigel Co., Ltd. to manufacture and sell αGEL multifunctional material.
- 1997.02 — Acquired Aichi Cubic Co., Ltd. as a subsidiary.
- 2001.06 — Started sales of the αPLA caregiving assistance product series.
- 2002.04 — Founded Geltec New Materials (Suzhou) Co., Ltd. (currently Taica New Materials (Sizhou) Co., Ltd.) in Suzhou, China.
- 2003.01 — Founded Geltec Shanghai Co., Ltd. (currently Taica Shanghai Co., Ltd.) in Shanghai, China.
- 2003.02 — Founded Nikkei Kogyo Co., Ltd. in Shimizu City, Shizuoka Prefecture (currently Shimizu Ward, Shizuoka City).
- 2006.05 — Founded Cubic North America, Inc. (currently Taica North America Corporation) in USA.
- 2006.06 — Founded Taica Corporation while restructuring the Group.
- 2008.04 — Merged Subsidiaries; Geltec Co., Ltd. and Cubic Co., Ltd.
- 2008.10 — Opened the Hitachinaka Factory in Hitachinaka City, Ibaraki Prefecture.
- 2009.09 — Founded Dongguan Taica Hirosawa Technologies, Co., Ltd. in Dongguan, China.
- 2012.04 — Founded Taica Cubic Printing Kentucky, LLC in Kentucky, USA.
- 2012.10 — Founded Taica (Cambodia) Corporation in Phnom Penh, Cambodia.
- 2013.07 — Opened the Taica New Materials (Suzhou) Co., Ltd. Wuzhong Branch in Suzhou, China.
- 2015.04 — Founded Hirota Automotive Trim S.A. de C.V. in Leon, Mexico.
- 2018.11 — Founded Taica Fine Dining (Cambodia) Co., Ltd. in Phnom Penh, Cambodia.

## Company Profile

Company Name	Taica Corporation
Executives	President Taito Suzuki
Headquarters	2-18-10 Takanawa, Minato-ku, Tokyo 108-0074 Japan
Tel	+81-3-3448-8600
Founded	June 1, 2006 (first established October 1948)
Capital	100 million Japanese yen
Our Business	αGEL: Shock absorbing, vibration damping, and heat conductive materials and components αPLA: Caregiving assistance products CUBIC: 3D decoration technologies



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