

On January 1, 2024, the Toyo Ink Group will become “artience”

On January 1, 2024,
Toyo Ink SC Holdings Co., Ltd. will change its company name to artience Co., Ltd.

Since the company’s founding in 1896, the Toyo Ink Group has been providing products that meet the social needs of each era based on our core technologies in the areas of pigments, resins, and dispersions.

Amidst a rapidly changing social environment, the Toyo Ink Group is determined to transform itself into a company that anticipates the needs and challenges of the changing times with each employee playing a leading role. It also aims to deliver pioneering value with leading-edge technology to people around the world. To underscore these efforts, the Group will create value that resonates with people’s senses by refining the “value” that it offers in the form of emotions evoked by those feelings generated from surprise, excitement and comfort (“art” value). The Group will also enhance user trust in its solutions by delivering functionality and high quality that are backed by its proven technology (“science” value).

Through such art- and science-derived value that resonates with the senses, the Group endeavors to solve the challenges faced by its customers and society, while striving to realize a society in which all people can live enriched lives.

Empowering Feeling
artience

Corporate Philosophy

People-oriented management

Brand Promise

**Create value that resonates with the senses,
build a future where all people can live enriched lives**

Thinking Behind the Company Name

“artience” is a portmanteau of the words “art” and “science.”

The “art” expresses the stimulation of the five senses and the mind, including the application of color as well as a liberal arts perspective; while the “science” represents the application of technology, materials and a rational approach to discovery.

It expresses the idea that the Group will contribute to realizing a future in which everyone can live enriched lives, by providing society with “value that resonates with the senses” and that moves people’s hearts and minds. This value is born from the fusion and refinement of the Group’s strengths in art and science.