

NEW PRODUCT BRAND NAME FOR MITSUBISHI MATERIALS

MMC Hartmetall GmbH, the European Headquarters of the Japanese Group Company Mitsubishi Materials, Advanced Materials and Tools Company, announced the launch of the product brand name for carbide tools "DIAEDGE" in the European market. DIAEDGE has been introduced as part of the Group's logo redesign and restyling of the Corporate Design in Japan on April 1, 2017. The new product brand name will be used for all carbide products such as cutting tools, wear resistant tools, construction tools and mining tools produced and sold around the world.

DIAEDGE is a combination of the words "DIAMOND" and "EDGE", that represent the superior product quality and the innovative, futureproof technologies of Mitsubishi Materials. DIAEDGE unites the luxury image of diamonds, the three world-known diamonds of Mitsubishi and the advanced cutting tool technologies in a single word. The launch of a consistent product brand name across continents gives a clear signal for customer proximity, trust and the company's global activities.

DIAEDGE

"We are very pleased with the strong, meaningful brand name DIAEDGE, chosen by our parent Group Company. We are convinced that the name will soon be established in the European market and recognised by our international customers as an integral part of our brand. The changes in our brand are an important step in the process of our continuous improvement and they substantiate our company values", said Yutaka Tanaka, President of MMC Hartmetall GmbH.

Mitsubishi Materials will be presenting the new design and the new product name for the first time in Europe at the international exhibition EMO 2017 in Hannover.

CREATE A BETTER FUTURE TOGETHER WITH OUR CUSTOMERS

DIAEDGE

Announcing DIAEDGE, our new brand of tools that brings together our cutting-edge technologies, exciting all who use them.

Our aim is not only to offer value with our tools, but to think together with our customers, share inspiration with them and continue to take on new challenges.

*Philosophy behind the
DIAEDGE logo*

