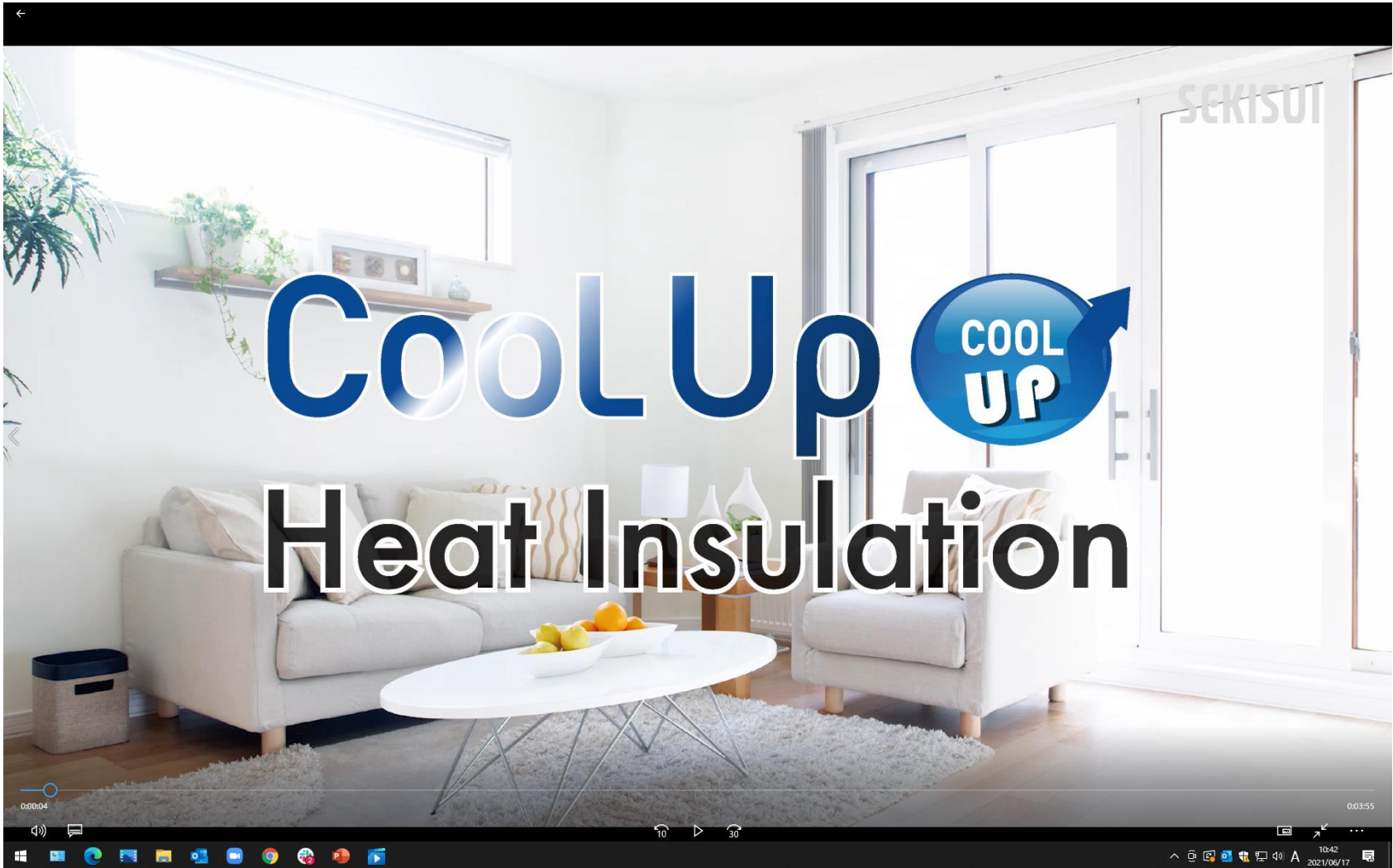



**Introduction Video**



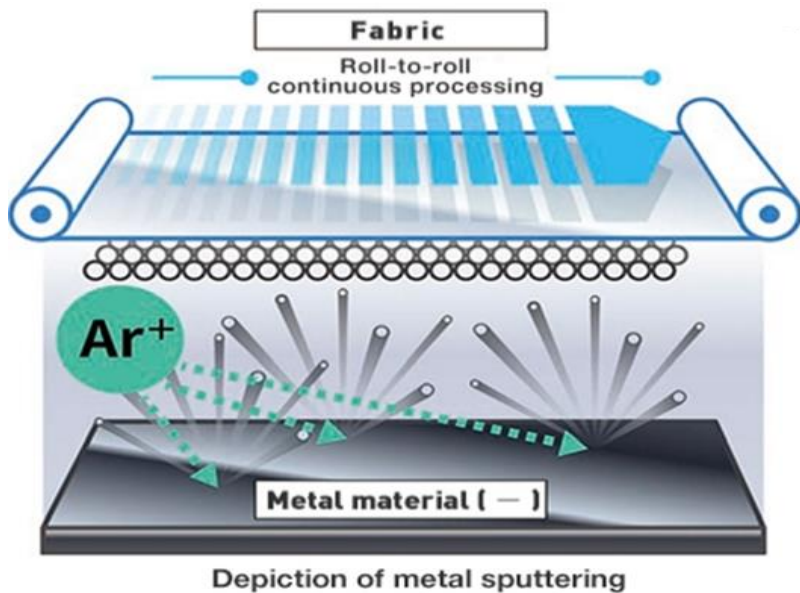
**CoolUp**   
**Heat Insulation**

00:00:04 00:03:55

10:42 2021/06/17

**What is masa™ Technology?**

Sputtering technology that sprays fine nano-level metal on met-mesh fabric.

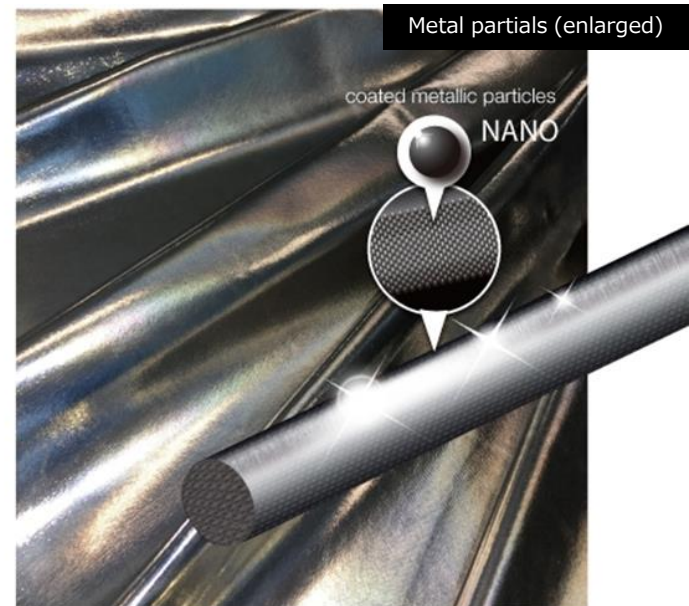


- Sputtering is a type of vacuum plating in which metal molecules are sputtered in a vacuum device to form an ultra thin metal directly on the fabric.
- We have been developing this epoch-making technology since 1975, and has acquired a registered trademark as "masa™" and holds many patents.
- Since no chemicals or binders are used, it is an environmentally friendly metal formation.



**Functions that can be added : UV Protection · heat retention · heat insulation · light shielding**

A special technique for coating metals at nano level. The biggest feature is that it can give a metallic appearance and various functions without changing the physical characteristics, texture, breathability, etc. of the fabric.



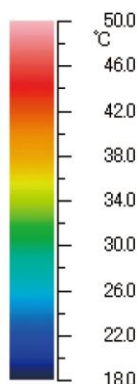
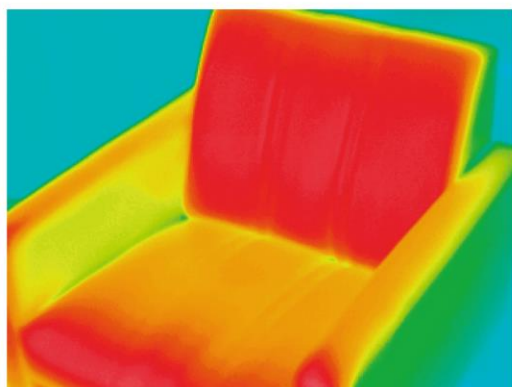
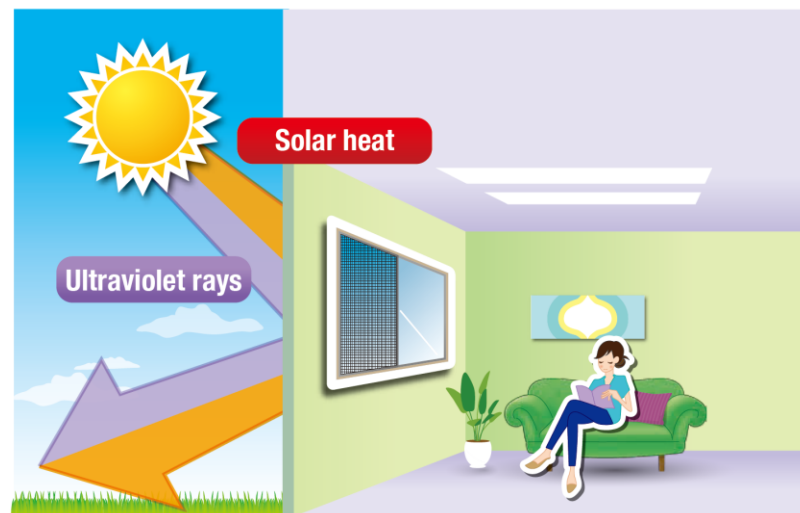
- Used on : ✓ **JR Shinkansen · subway lines**  
 ✓ **parasols and awnings**  
 ✓ **filters for air conditioners and vaccum cleaners**  
 ✓ **mobile phones** ✓ **small game consoles**

**SEKISUI**

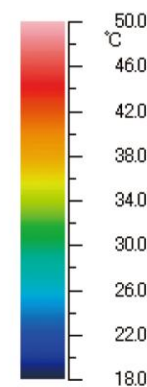
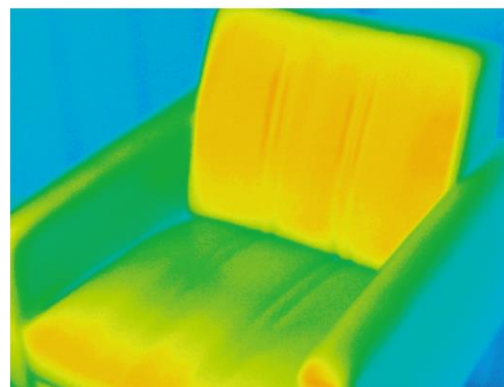


※Test value of surface temperature of object exposed to sunlight through the window, not room temperature.

**Sensory temperature drops 11°C with added UV protection!**



**Glass only**



**Cool Up Heat Insulation and glass**

**SEKISUI**

Metallic nano-coating

Wrinkle-resistant netting

approx. **11°C** Heat Insulation Effect

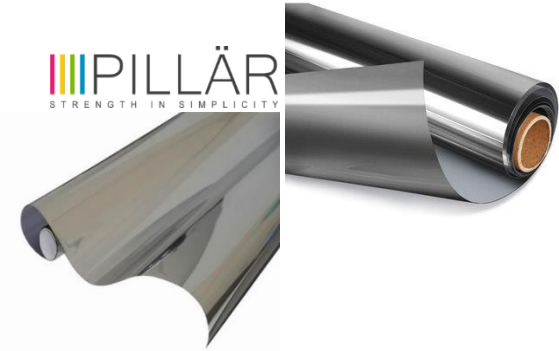
※Japan Textile Products Quality and Technology Center study

approx. **78%** UV Protection

※Nissenken Quality Evaluation Center study



**3M**



※Test value of surface temperature of object exposed to sunlight through the window, not room temperature.

**Polyester Fabric**

**Easy installation even for individuals**

It can be installed on most windows and does not wrinkle, making it easy for individuals to install. It can also be used on uneven glass surfaces that are not possible with film.

**Removable when you want sunlight in the winter**

**Breathable while shielding heat**

By sticking it on a screen door, it blocks heat and allows air to pass through. You can also save on cooling costs.

**Washable (can be used several times)**

Machine washable. Dust proof ness is also © due to the effect of Masa processing.

**Film**

**Installation work by a contractor**

It is generally installed by a contractor because it is prone to air and wrinkles.

**Cannot be removed**

The film cannot be peeled off and reattached. It is prone to air and wrinkles.

**Breathability can't be expected**



Energy contribution by heat insulation.

The best-selling heat-shielding product in Japan.

**SUSTAINABLE DEVELOPMENT GOALS**  
 Contributes to Future Energy

**7 AFFORDABLE AND CLEAN ENERGY**

**13 CLIMATE ACTION**

**The Year 2020**  
 Domestic sales results

Approx. **150,000** sets  
 (2P/1 set)

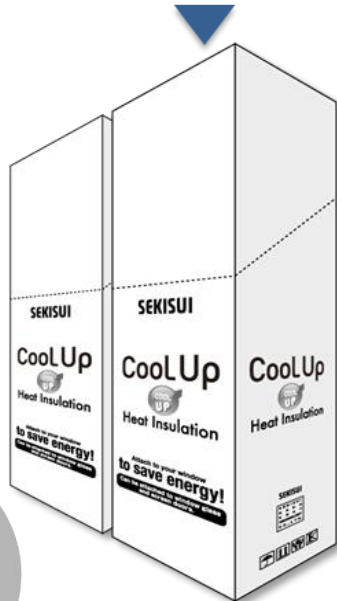
**SHOP CHANNEL**

2021 results  
 Shop Channel **Broadcasts 5 times a day**

**38,000** sets sold out!  
 (2P/1 set)

## Retail Packaging

Package case (20 retail packages) for store or event display



Cardboard Type



Hanging Type



Hanging package with hook hole



Store Display

