

November 9, 2023

## **High Transparency Automotive Window Film Can Be Used on Windshields Expanding Adoption in the Malaysian Automotive Market**

**~Contributing to improved comfort in low-latitude regions~**

Sumitomo Riko Co., Ltd (Headquarters: Nakamura-ku, Nagoya; President & CEO: Kazushi Shimizu) is pleased to announce that its heat insulation film, which has the visibility (transparency), scratch resistance, and durability required for automobile windows, has been adopted for in-vehicle applications in Malaysia, and is steadily spreading in the country.



Railroad and building windows film "Refleshine"



Automotive window film

Refleshine, sold for railroad and building windows, is a high transparency heat shielding and insulating window film capable of controlling solar heat inflow (heat shielding) and indoor heat outflow (heat insulation). In summer, it reflects near-infrared rays, which are a factor in heat, from solar energy to the outside of the room and prevents more than 90% of near-infrared rays from penetrating into the room, thereby suppressing the rise in indoor temperature. In winter, 68% of far-infrared rays generated by heating equipment are reflected back to the inside of the room, preventing indoor heat from escaping through the window\*.

Furthermore, it combines transparency and safety in the event of glass breakage, contributing to improved window comfort and reduced power consumption for air conditioning year-round. ※Refreshine for Buildings TW32 Performance

We began selling Refreshine for buildings in 2010. Currently, Refreshine is used in large shopping centers, car dealerships, restaurants, and public buildings such as schools and libraries, as well as office buildings and factories in Japan. In addition, Refreshine is also installed in the windows of railroad cars (carriages and cabs) of Japan Railway companies and public and private railroad operators.

#### 【Automotive films】

Aiming to expand the application of window films in 2018, we have collaborated with Ecotint (M) Sdn Bhd, a Malaysian company engaged in sales and installation of heat insulation films, to develop automotive films. The product is currently used for major Japanese car makers for instance Honda Malaysia Sdn Bhd.

This product secures both visibility during driving and heat insulation performance that absorbs heat (near-infrared rays) from the sun by evenly dispersing the infraredabsorbing agent in nano-level size. The product is installed for windshield and side glass and used in approximately 100,000 vehicles.

In Malaysia, a project to install our film on approximately 1,000 police vehicles is under way, and our Group plans to strengthen its sales expansion activities in Southeast Asian countries and India in the future.

In our management vision "2029 Sumitomo Riko Group Vision (hereinafter 29V)," we have set our aspiration for 2029 as "A leading solution provider taking on social challenges by aggregating whole resources of Sumitomo Riko and its partners". Along with global environmental conservation\*, which is one of the public interest values (Non-Financial Goals) of 29V, we will focus on activities to improve the comfort of people's lives and realize a sustainable society that takes the natural environment into consideration through our product development.

※CO<sub>2</sub> emission reduction Scope1+2 -30%, Scope3 -15%(compared to FY2018)

## <Inquiries about Products >

### Inquiries about Sales

SumiRiko Corporation

(3-17-13, Marunouchi, Naka-ku, Nagoya-shi, Aichi 460-0002, Japan)

**81-52-951-5895**

Reception Hours: 9:00~17:00 (except Saturdays, Sundays, national holidays, GW, summer vacation, and year-end and New Year holidays)

Email : [refle-shine.q@jp.sumitomoriko.com](mailto:refle-shine.q@jp.sumitomoriko.com)

### Inquiries about Technology and Quality

Sumitomo Riko Company Limited, Industrial Products and Materials Business Unit

(1, Higashi 3-chome, Komaki-shi, Aichi 485-8550, Japan)

**81-568-77-4982**

Reception Hours: 9:00~17:00 (except Saturdays, Sundays, GW, summer vacation, and year-end and New Year holidays)

Email : [refle-shine.q@jp.sumitomoriko.com](mailto:refle-shine.q@jp.sumitomoriko.com)

Contact Information

**Sumitomo Riko Company Limited**

Public Relations and Investor Relations Department

JP Tower Nagoya 1-1-1, Meieki, Nakamura-ku, Nagoya-shi, Aichi 450-6316, Japan

tel +81-52-571-0259 e-mail [product.info@jp.sumitomoriko.com](mailto:product.info@jp.sumitomoriko.com) <https://www.sumitomoriko.co.jp/english/>