

Oct 19, 2022

Nippon Electric Glass Co., Ltd.

Business of Jewelry Glass infiora™ Starts in the Wedding Industry

Nippon Electric Glass Co., Ltd. (Head Office: Otsu, Shiga, Japan; President: Motoharu Matsumoto) has developed jewelry glass, **infiora™**, which has brilliance and transparency comparable to diamonds and a fire*¹ that even exceeds them. Starting on October 22, 2022, a service of renting tiaras made of **infiora™** will start at shops of a major dress company that operates wedding businesses nationwide.

The **infiora™** glass has the world's highest refractive index*² among colorless transparent glass. In addition, due to its large light-dispersion characteristics, it emits a strong and beautiful seven-color sparkle when a brilliant cut is applied to it. The Company's advanced glass material design technology and its innovative glass melting technology have realized these advantages that enabled the creation of this unprecedented type of jewelry glass. The name, **infiora™**, which is also used as the brand name, was named after the Italian phrase "*in fiore*," meaning "blooming," and the Italian word "*ora*," meaning "now." The name expresses the Company's passion to offer jewelry that uplifts the mood of wearers, helping them feel as if flowers were blooming in their mind.

Last year, the Company started a collaboration with Taro Kamitani, the world's first tiara designer, in which a tiara was created using **infiora™** beads. Its promotion project also started, including the streaming of brand videos that feature a famous model, Yu Kinoyama.

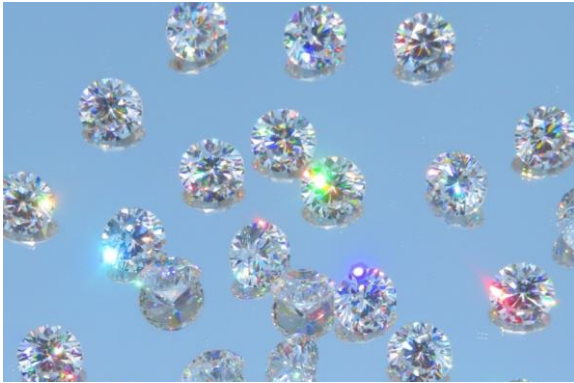
infiora™ is a material with infinite possibilities. The Company will continue to create products that take advantage of the characteristics of **infiora™** to offer a richer life that is friendly to the environment and society.

Please see the following website for details: <https://www.neg.co.jp/en/infiora/>

*1 The word represents a sparkle of rainbow colors in the context of gemstones. It is the phenomenon of breaking up of white light into seven colors of light, including red light, yellow light, and blue light, which can be demonstrated by shining light into a prism.

*2. Among those that can be commercialized in such a glass type (according to our own research).

■ Product photos



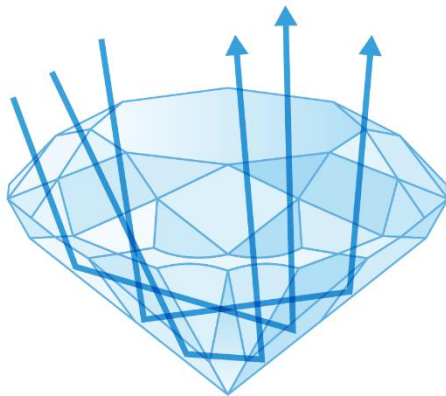
Newly developed jewelry glass **infiora™**



Tiara made of **infiora™**

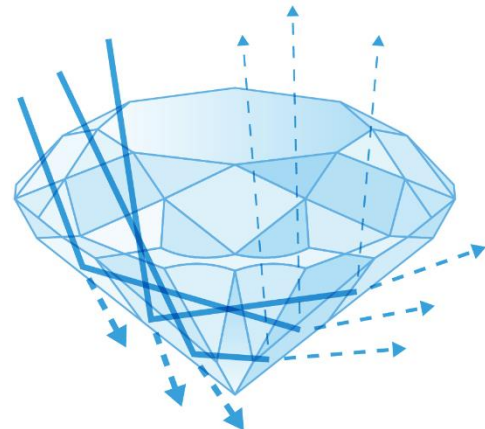
■ Comparison of the light reflection between **infiora™** and ordinary glass

infiora™



Due to the high refractive index, the light is repeatedly reflected inside and returns to the top surface (table surface).

Ordinary glass
(Crystal glass)



If the refractive index is low, the light cannot be fully reflected, leaking away from the gem.