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【News Release】



Date : January 9, 2024
Company Name : KeePer Technical Laboratory Co., Ltd.
(TSE Prime, NSE Premier: code 6036)
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Introducing the New Product "TREX KeePer," a Revolutionary Product Creating a Never-Before-Seen 'Unknown Beauty.'

KeePer Technical Laboratory Co., Ltd. (Head Office: Obu City, Aichi / President and Co-COO: Toshiyuki Kaku) is excited to announce the pre-sale launch of "TREX KeePer," a new coating surpassing the renowned EX KeePer, which has played a crucial role in KeePer's top-notch coatings. This groundbreaking coating aims to unveil an 'unknown beauty' never seen before. TREX KeePer will be available for early purchase at select KeePer LABO stores.



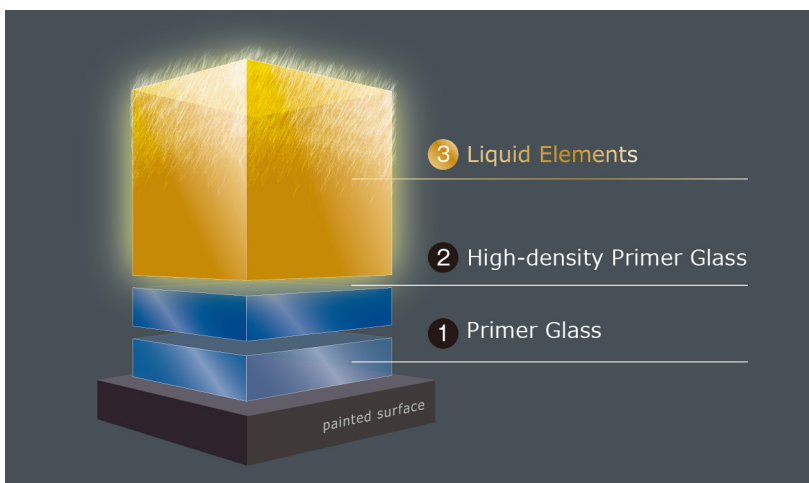
TREX KEEPER = TRIPLE EX KEEPER

"TREX KeePer" Features a Unique Triple-Layer Coating.

At the pinnacle of "TREX KeePer," we introduce a revolutionary coating 'Liquid Elements,' in the top layer, incorporating cutting-edge technology from Fresh KeePer, Eco Diamond KeePer, and EX KeePer. This ultra-high-density anti-fouling and high-luminance resin coating is formulated with components that maximize the ability to resist dirt adhesion by minimizing VanderWaals forces.

Beneath this overwhelming anti-fouling and high-luminance resin coating, a layered coating film is formed. This film enhances adhesion to the painted surface, creating a deep gloss with the use of 'Primer Glass,' and provides additional protection against UV rays while enhancing the luster with 'High-Density Primer Glass.'

The triple-layered coating generates an unprecedented and unseen beauty -a realm of unknown aesthetics.



"The above image is a conceptual diagram and may not accurately represent the structure."



Primer Glass



Liquid Elements

The Standard Plan for "TREX KeePer" offers All-Around Coating for Your Invaluable Car.

We apply "TREX KeePer" to envelop the car's body in 'unknown beauty.' Additionally, the coating extends to every hidden part such as the hood, trunk, door corners, and hinges – places not visible from the outside. This is the most premium all-around coating in KeePer's history, enhanced with superhydrophobic window coating, wheel coating, lens coating, and resin fender KeePer."

"3-year durability with no maintenance

(6-year durability with maintenance every 2 years (or 1 year))."

"Window glass lasts for 6 months. Wheels, lights, lenses, resin parts, side visors, and the engine room last for 1 year."

"TREX KeePer" is Applied by Specialized Technicians in a Dedicated, Sealed, and Controlled Environment Designed Specifically for this Unique Process.

We'll apply TREX KeePer in a dedicated booth with optimal temperature, humidity, and time management to maximize its 'Unknown Beauty' and 'Invincible Anti-fouling Performance.' The intricate process requires a TREX Master with exceptional skills, dedicating a full day to meticulously apply it to each unit.

Pre-Sale Begins at Three KeePer LABOs, Equipped with New Facilities Exclusively Tailored for the special "TREX KeePer" Experience.

As a trial launch, we'll launch the "TREX KeePer" at three locations (KeePer LABO Yoga, KeePer LABO Osu, KeePer LABO Kyoto) with special facilities. Reservations begins at the TOKYO AUTO SALON 2024, taking place at Makuhari Messe from January 12th (Friday) to 14th (Sunday).

Three stores for pre-sale (limited to one installation per day)

Store name	Location	TEL
KeePer LABO Yoga	5-12-11 Kamiyoga, Setagaya-ku, Tokyo	03-6700-6305
KeePer LABO Osu	20-1 Furuwatachi, Naka-ku, Nagoya, Aichi	052-331-9230
KeePer LABO Kyoto	207 Shimotoba Hironaga-cho, Fushimi-ku, Kyoto City, Kyoto	075-622-3900

In the near future, the planned location for the TREX KeePer will be announced on the KeePer LABO's website. [KeePer LABO's website] <https://keeperlabo.jp>

Construction cost of "TREX KeePer"

Size	Construction price
SS	¥340,400
S	¥379,200
M	¥413,200
L	¥450,400
LL	¥470,000
XL	¥535,200

"The displayed prices include a 10% consumption tax.

Maintenance once every 2 years (or 1 year) is subject to an additional fee."