

## Brand Name “*BLUEDGE*” Chosen to Symbolize the “Alliance of 4” Cooperation in the Water Business

On 20 July 2011, four companies (Tokyo Keiki Inc., Nagano Keiki Co., Ltd., Chino Corporation, and OVAL Corporation) entered into a basic agreement of business cooperation with the major purpose of developing the overseas water business market.

Shortly thereafter, a project team comprised of members from each company began building and developing a cooperative framework – addressing particular issues related to sales, engineering, production, services, and logistics. In January of this year, 5 special project teams were formed with the goal of putting forth and promoting specific policies relative to expediting development of the overseas market.

To represent our “Alliance of 4”, it is our pleasure to introduce the brand name and logo, “*BLUEDGE*”, which shall be used to identify our unified activity hence forward. The “*BLUEDGE*” brand and logo will appear on applicable product literature, advertisements, press releases, and the like and on the nameplates of products to be sold under our cooperative arrangement as well as on systems jointly developed by us. In addition to promoting a greater sense of solidarity among the member companies, it is our intention to build the “*BLUEDGE*” brand into one which will be recognized globally in association with state-of-the-art products, systems and technologies for the water market.

# **BLUEDGE**

### ■ Meaning of “*BLUEDGE*”

#### **BLUE**

Symbolizes the earth and the flow of all the fluids intrinsic to it.

#### **EDGE**

With an unwavering resolve to operate at the cutting edge in all of our efforts, ensure a bright future in fluid measurement by vigorously advocating versatile, high value-added fluid measurement system solutions which satisfy the growing demand in global water-related infrastructure and revolutionizing the state of fluid measurement worldwide through promotion and application of advanced Japanese technologies in areas of business which involve measurement of flow, level, pressure and temperature.

“*BLUEDGE*” thus embodies the melding of these attributes.

### ■ Significance of the Logo Design

The boldface lettering conveys strength, trust, and security - the virtues that will drive our “Alliance of 4” forward. The sharp-edged parallelogram motif symbolizes cutting edge technology and the keen sense we share in anticipating customer needs.



Official Web Site Links

TOKYO KEIKI INC.

<http://www.tokyo-keiki.co.jp/e/index.html>

NAGANO KEIKI Co., LTD.

<http://www.naganokeiki.co.jp/>

OVAL Corporation

<http://www.oval.co.jp/english/index.html>