

NEWS RELEASE

Teijin Frontier to Make First Appearance in Playtime Paris

Tokyo, Japan, January 24, 2017 --- [Teijin Frontier Co., Ltd.](#), the [Teijin Group's](#) fiber-product converting company, announced today that it would participate in [Playtime Paris](#), a leading international trade fair specialized in children and maternity goods, which will be held at [Parc Floral de Paris](#) in France from January 28 to 30. This will mark Teijin Frontier's first appearance at the event.

Teijin Frontier's booth (stand: R05) will showcase RANDSELLIER™ high-quality backpacks for schoolchildren made of high-grade artificial leather. The items are jointly developed by Teijin Frontier and Katochu Co., Ltd., a specialist maker of these distinctive backpacks, known in Japan as *radoseru*, which derives from the Dutch word *ransel*.

Teijin Frontier aims to develop new customers in Paris and expand global awareness of Japan's ransel culture as one of the Japan's Gross National Cool policy, a concept that expresses Japan's emergent status as a cultural superpower, by participating in Playtime Paris, which is expected to attract 500 international brands and some 5,000 visitors.



RANDSELLIER

RANDSELLIER™ backpacks, suitable for use by schoolchildren in many countries, are made with MAESTLEY®, a high-grade leather substitute distributed by Teijin Cordley Limited, the Teijin Group's man-made leather business. MAESTLEY®, inspired by traditional Japanese tanning technologies, offers the equivalent texture and richness of natural leather, and boasts fine textures, moisture permeability, light weight, scratch resistance and easy care.

Japanese ransel backpacks are gaining global popularity as functional, high-quality fashion items for users ranging from schoolchildren to adults. Traditionally made from natural leather, ransel are now commonly made with synthetic materials due to the quality of high-grade artificial leather such as MAESTLEY®, as well as out of respect for animal rights.

About the Teijin Group

Teijin (TSE: 3401) is a technology-driven global group offering advanced solutions in the areas of sustainable transportation, information and electronics, safety and protection, environment and energy, and healthcare. Its main fields of operation are

high-performance fibers such as aramid, carbon fibers & composites, healthcare, films, resin & plastic processing, polyester fibers, products converting and IT. The group has some 150 companies and around 16,000 employees spread out over 20 countries worldwide. It posted consolidated sales of JPY790.7 billion (USD 7.4 billion) and total assets of JPY 823.4 billion (USD 7.7 billion) in the fiscal year ending March 31, 2016. Please visit www.teijin.com.

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