



Tokyo Nohin Daiko Co., Ltd.

February 12, 2020

## 50<sup>th</sup> Anniversary Commemoration Ceremony



SENKO Group company Tokyo Nohin Daiko Co., Ltd. (President: Hiroyuki Ito, "Tokyo Nohin Daiko") on February 6, 2020 celebrated its 50<sup>th</sup> anniversary since being founded, and held a commemoration ceremony on February 10 at "Tokyo East Side Hotel Kaie (Koto-ku, Tokyo) that is managed by the SENKO Group. Approximately 150 people attended the ceremony, including guests and staff from suppliers.

The 50<sup>th</sup> anniversary event was an opportunity for Tokyo Nohin Daiko to announce that on April 1, it will be updating its CI and uniforms, and merging with SENKO Group's Senko Fashion Logistics Co., Ltd. (President: Hiroyuki Ito, Headquarters: Ichikawa City, Chiba Prefecture, "Senko Fashion Logistics").

The new CI is a stylish design featuring a blend of Tokyo Nohin Daiko's purple corporate color and Senko Fashion Logistics' green company color.

The new uniform was designed as part of the BRING Project (\*), and is material that can be recycled. The uniforms have been changed so that drivers and staff in charge of warehouse operations wear polo shirts with a purple theme and charcoal gray slacks, and delivery staff working in buildings have a refreshing dress shirt featuring a gray stripe together with charcoal gray slacks.

Setting its sights for the next 50 years, Tokyo Nohin Daiko is aiming to raise awareness of SDGs and become a company that is more focused on people and the global environment, moving fashion with our soul.

\* The BRING project is an initiative where various companies work together to recycle fabric products

into a valuable resource. Collected fabric products are turned into recyclable polyester and thermal energy.

End.