

**FOR IMMEDIATE RELEASE**

## **AGC to Introduce Lacobel™—Europe’s No. 1 Brand of Painted Glass**

**Tokyo, August 26, 2013** —AGC (Asahi Glass Co., Ltd.; Head Office: Tokyo; President & CEO: Kazuhiko Ishimura) will start manufacturing Lacobel™, the No. 1 brand of painted glass in Europe, at its Kashima Plant (Kamisu City, Ibaraki Prefecture), aiming to introduce the brand throughout Japan. Making use of a palate of colors with a world’s favorite European taste, AGC will offer colors, textures, and ambiances that have not been available in Japan. In October 2013, AGC will launch a full 16-color lineup of Lacobel glass, which will surely satisfy the needs of designers.



**ALEE SHOPPING CENTER in Hungary**



**Collaboration with LED illumination**



**Used in a residence in Europe**

Painted glass is produced by adding paint coating to glass, which has a unique hard texture and reflectivity, to give interiors beautiful, deep tones. In Europe, where the colored glass market is said to be 30 times larger than that in Japan, painted glass is widely used not only in shops and offices but also in homes, for example, in living areas as a wall panel from which marks and scribbles can be wiped off easily.

Every year, AGC selects “This year’s colors” and develops matching paint coating in cooperation with color designers in Europe. Taking advantage of the compatibility of paint and glass, Lacobel is opening up the possibility of designing future spaces with its vivid, pure colors.

### *Media Contact*

Toshihiro Ueda, General Manager, Corporate Communications & Investor Relations

**AGC** Asahi Glass Co., Ltd.

(Contact: Aoi Takahashi; Tel: +81-3-3218-5603; E-mail: info-pr@agc.com)

<Reference>

**Manufacturer's suggested reference price for designing Lacobel glass**

| Product name   | Reference price for designing  |
|----------------|--------------------------------|
| Lacobel (5 mm) | from 14,000 yen/m <sup>2</sup> |

- The price above is the manufacturer's suggested reference price for designing (excluding taxes) materials of a standardized size. For prices including costs of cutting, processing, works, and delivery, as well as consumption tax, please contact the supplier.

**Lacobel lineup (A total of 16 colors including those shown below)**



Yellow Rich\*

Anthracite Authentic

Black Starlight

Aluminium Rich\*

Blue Petrol

\* Using high-transmission raw glass

**Installation examples**

Lacobel is used at the entrance and the shop of Ichihara Lakeside Museum in Chiba Prefecture, which was reopened in August 3, 2013. Clear red glass is used in the museum shop not only for the wall but also for display stands, which were produced jointly with Cassina ixc. Ltd.

