

Company Name :
Asai Marking System Corporation

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Established :
Established in September 1984

Financial Institution :
Mizuho Bank Mukogaoka Branch,
Sumitomo Mitsui Banking Corporation
Ikuta Branch,
Kawasaki Shinkin Bank Yurigaoka Branch

President :
Daisuke Asai

Main Supplier :
3M Japan Limited
The authorized dealer companies

Major Products and Business :

- Every sort of 3M-made graphics and films, and related products
- Every sort of functions-film for glass made in 3M and related product
- A design plan and production business in various applications
- The design and quality control system in various vehicle markings and signage
- Installation work on a nationwide scale in various graphics glass films
- Digital signage-related products and materials and planning services

Affiliated Company :
J.S.A limited company

Please feel free to get in touch with us

As a professional with considerable knowledge and experience,
Asai Marking System can deal with various demands.
We welcome hearing from you about any concern!

Product and Service Inquiry :

MAIL : contact@ams-fleet.com
URL : www.ams-fleet.com/en/



3M 3M Japan Limited-authorized company



**We provide Japanese quality
that makes an overwhelming difference.**

Asai Marking System (AMS) is the leading company specializing in wrapping and marking in Japan.

We achieve Japan's high-level craftsmanship skills, finesse and accuracy in the world of wrapping and marking. By continuously innovating and devising, we have also made it possible to wrap objects with complex shapes that could not be installed until now. Thus, AMS has changed the world of escalators.

The best wrapping has been applied to various parts of the escalator, and it succeeded in making a new medium. To further transform the world's escalators, AMS offers technologies and products to achieve "Japan quality" wrapping. We directly communicate advanced installation technology as well as high-quality products to partners company and have it as an asset. As a result, we look for ambitious companies to develop new services of "Japan quality" and work together to expand their businesses.

Our Four Advantage

1. Distinctive Services



Delivering films for a wide variety of objects and its installation technology create unique services.

There are many targets for AMS wrapping, which include various ones such as soft, hard, easy-to-fix, easy-to-peel, flat-like, and uneven-like ones to stick film. AMS not only can determine the best film for each but also has created innovative services such as wrapping to escalators, making use of its experience in developing films and installation methods.

2. Technical Wizardry



The foundation of confidence is our excellent installation technology.

AMS is one of Japan's leading companies with advanced technology. AMS is the Japan's leading company with advanced technology. Our strengths are high-quality graphics and high-skilled installation engineers. AMS also enables the wrapping with a high degree of difficulty and earns a high level of trust from customers.

3. Transfer of Skill & Technology



AMS directly communicates its original methods and know-how.

AMS is also providing overseas distributors with know-how in parts design and installation techniques as well as delivering film materials. Especially in installation technology, experienced installation engineers from AMS directly communicate with the distributors. These enable companies in any country/region to develop "Japan quality" services.

4. Partnership with 3M Japan



We establish a close collaboration with the manufacturer so that we can provide a stable supply of high quality and optimal products.

AMS is in close cooperation with 3M Japan, a manufacturer of film materials. In addition to adopting film materials according to applications, we are developing different films from the standpoint of users. Throughout these efforts, AMS has the knowledge that can handle all kinds of consultations, and the system that allows for stable provisions of its products to every region.

Characteristics of Business

Transforming the world's escalator by technical training and product supply

AMS provides installation techniques and products to distributors worldwide. It enables original, precise and beautiful escalator wrapping and serves a variety of purposes, such as advertisement, guidance, and safety improvement.



1. Installation Techniques Training



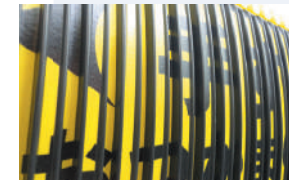
AMS has proprietary technology to wrap escalator steps and risers. We provide our expertise, enabling the realization of "Japan quality" in every country. Training for this purpose is conducted in Japan, but depending on the content of the contract, AMS's educational staff may go out to the distributor country. The period of training, the number of participants, and the like are organized according to the situation of the distributor.

2. Know-How of Parts Design



AMS supplies dedicated film material to the distributors. We convey the know-how of parts design to departments and affiliated companies in charge of this process so that they can design and manufacture the parts from the material independently.

3. Provision of Dedicated Materials



3M Japan has a wide variety of film materials. AMS chooses the unique material suitable for the application from there and provides it. The material dedicated to escalator steps and risers is the "Step-Graphics" developed by AMS. AMS developed the material in collaboration with 3M Japan, and also developed a method of attaching it to only the concave part of the step and riser, thus opening up the possibilities of the escalator as a medium.

4. Respond to the Realities of Countries and Regions



Applicable laws and environmental conditions related to escalator graphics differ depending on the country or region. Also, the business style and the situation may vary from country to state. AMS works with distributors to make necessary adjustment for each market.

Main Installation Examples

We present the installation examples of wrapping that AMS has realized in Japan. We have achieved high results through sales promotion, advertising, and safety awareness. Applications are possible in any country or region of the world. Please refer to the following pages.



Ornamental Wrapping for Escalator



Step and Riser

Advertising, guiding, leading

Wrapping allows Step and Riser to transform into a medium of advertising and guidance. With a riser, you can use advertising and promotion with easy-to-understand and alive even in the distance, and with steps, you can expect high advertising effects because it easily can be seen while passengers are getting on and off.

《Use at transportation facility》

- Station media and area media
- Special event and travel information
- Passenger instruction sign

《Commercial facilities use》

- Event and sales promotional tools
- Tenant linked advertisement
- Instruction to the upper floor

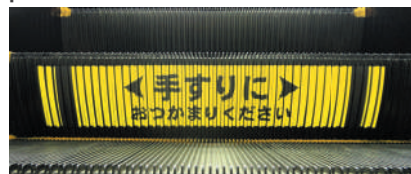
Safety improvement and alerting

Display an alert on the Riser or Step by wrapping. It can be used to improve the safety of escalators and prevent accidents.

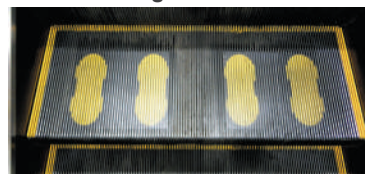
- Prevention of falling accident due to barrier-free
- Improving the manners of escalator users
- Prevent walking while using the escalator

In particular, wrapping of steps is effective for improving safety for the following reasons

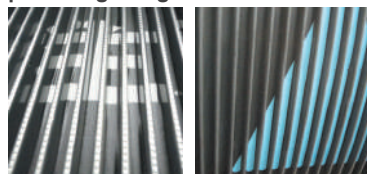
Alert the elderly and children and prevent accidents



Promote compliance with escalator usage rules



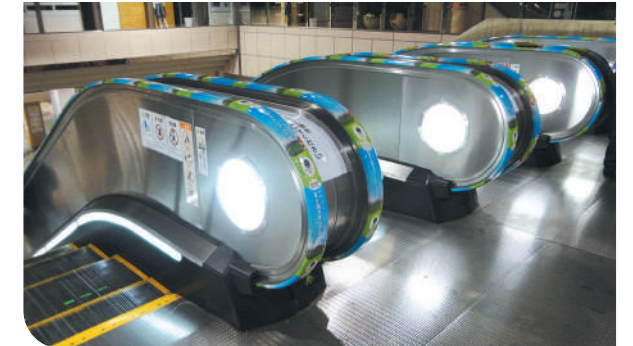
Step exclusive film that does not prevent getting on and off



Handrail



The escalator passenger gets on the handrail and looks at his hand. Moreover, while the escalator travels, people and handrails are together. Therefore, by wrapping the film on this handrail, it can be used for a variety of applications such as advertising, guidance signs to sales areas, and alerting for accident prevention, for three months to one year. For wrapping handrails, AMS also offers the unique materials exclusively developed jointly with 3M Japan. Toshiba Escalator, a Japanese manufacturer officially certifies this.



Individual films exclusively for handrails have the following features

Durable, flexible and stretchable film



A flexible, stretchable film that can handle the three-dimensional movement of the handrail. The film surface did not change in the 6 months 24-hour test.

It does not remain adhesive residue when removing



Even when removing (film peeling) after posting, it does not affect the handrail surface, and no adhesive remains.

No impact on escalator drive



The film has not been shown to affect the escalator drive in the 6 months 24-hour test.

Environmentally-friendly film material

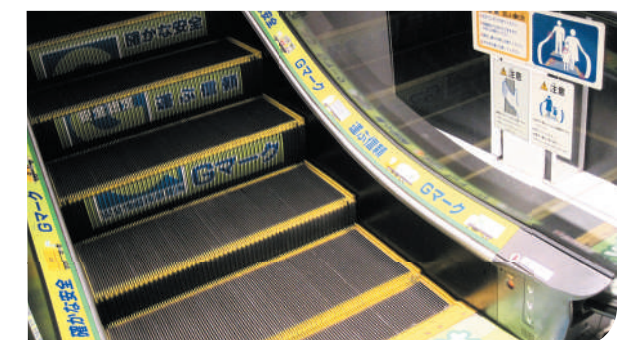


The film material is made of polyurethane. In consideration of the environment, no toxic gas is emitted during incineration.

Landing Plate, Side Panel



Skirt Rail



Three features of escalator wrapping

Providing information on the handrail and step of escalator reminds passengers of attention of getting on and off. It can be expected to be used as an extremely effective advertising medium while enhancing the safety of the escalator.

High Visibility

Each escalator user sees surely

Moving Space Sharing

Advertisements and signs share space with users and move simultaneously

High Appeal Effect

When meeting advertisements, it can be effectively appealed because there is little other visual information

Wrapping of Equipment and Facility in Public Space



Introduce unique technology and know-how to turn various devices into new media

For example, it is covering of the ground transformer which increased with the electric wire undergrounding of Japan. Since this is a complicated structure with many projections on the surface to prevent graffiti and stickers, wrapping was considered impossible. However, AMS developed its installation technology, and provided its knowledge to 3M Japan to jointly create independent films and made this wrapping possible. Thus there are facilities around the world where wrapping has never been used. Being an AMS distributor, you can provide wrapping services for these various facilities, and create new advertising and signage media.



A highly flexible film follows the anti-sticking surface. (concave and convex)



Quick work by merely sticking, there is no need for curing and smell.



Flow of Contract

AMS is looking for companies that can be distributors overseas.
Deploy our business by introducing our know-how and methods not found anywhere else.
The following is the flow leading to the contract with our company.

STEP 1

Inquiry

● Eligible customers :

It is intended for distributors that meet the following conditions.

- Having know-how for film installation or being ready to make the system. (Field survey, production of parts with particular material film, installation, and removal)
- In each country, it is possible to realize continuous business in parts manufacturing and installation under its responsibility.
- To have the system and price competitiveness to respond to the technology and know-how provided by AMS, and the specially developed materials (media) supply.
- If you promise to purchase more than a certain amount annually, it is an exclusive distributor agreement in that country/region. You can also choose a non-exclusive distributor agreement that is not limited to the amount purchased.

● Free consultation :

- We will answer the inquiries by email free of charge.
 - Concerning specific consultation on items, Non-Disclosure Agreement (NDA) is necessary.
 - If you need to travel to Japan or to dispatch our engineer from Japan, and you are responsible for the full cost of each.
- However, depending on the content of the contract, it may be possible to cope with a part of the burden.

- *Consultation of exclusive distributor*
- *Consultation of individual project (non-exclusive) distributor*

STEP 2

Hearing

After the conclusion of the Non-Disclosure Agreement(NDA), we discuss the testing requirements and collect information toward the agreement.

- Request for exclusive or non-exclusive agreement.
- Business requirements that you want to expand.
- Presence or absence of specific projects.
- Business type and operation style of your company.
- Market information in your country.
- The other details, exchange of information and opinions necessary for concluding a contract.

STEP 3

Licensing (Execution of Agreement)

- * The minimum number of days required for a temporary contract is three weeks.
- * The number of days may increase depending on the status of the negotiations.
- Overview and essential form of licensing provided by AMS.
- Details of know-how, technology, and products provided.
- Technical transfers on high-quality manufacturing in Japan and disclosure of basic prices of specially developed materials (media).
- Presenting the final concrete costs and conditions after business style agreement.

- *The conclusion of licensing contracts terms by Attorney*

STEP 4

Training (Technical Instruction)

The training required to acquire the technology and know-how provided by AMS will basically be conducted at the AMS Headquarters Office (Japan).

- Your company will bear all expenses incurred by personnel coming to Japan during training, material expenses, etc.
- Depending on the contents of the contract, AMS's educational staff visits the local country/region and respond flexibly such as training.
In that case, all expenses for the education staff to travel are borne by you.
- The training aims to be able to complete production and installation without problems in their own country/region.
- Purpose of Introduction and installation example in Japan.
- On-site study tour to installation example in Japan.
- Answers to other requests and questions.

STEP 5

Started Film Sales Service

It takes four weeks to produce the materials (media) provided by AMS.

- Start to export materials (media).
- Local business start.
- Additional support is provided on an ongoing basis.