

July 19, 2007

Toyota Tsusho Corporation

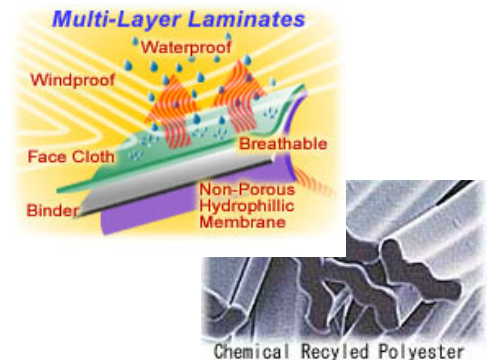
Toyota Tsusho Develops and Begins Sale of "GELANOTS ECO" Environmentally-Friendly Functional Fabrics

Toyota Tsusho Corporation (Headquarters: Nagoya, Japan; President: Junzo Shimizu) has developed a new environmentally-friendly grade of its GELANOTS waterproof breathable membrane. The company will begin selling the new product, called GELANOTS ECO, on July 19.

GELANOTS is a sportswear material Toyota Tsusho's textiles division has been developing and marketing since 1993. The company created GELANOTS ECO, a more environmentally-friendly product, by utilizing recycled materials and adopting environment-friendly processing methods. The new product marks the epoch-making development in waterproof breathable membranes, because absolutely no materials with an environmental load are used, including in the manufacturing process.

GELANOTS' environmental performance excels in three key areas:

1. Cloth utilizing recycled polyester fiber
(Use of recycled materials such as PET bottles and cutting scraps)
2. Use of environmentally-friendly functional materials in the manufacturing process
Laminate: Laminated processing of solvent free hydrophilic polyurethane, polyester and a PEBA (polyether block amide) membrane
Coating: Water-based polyurethane waterproof coating
3. Adoption of non-fluorine (hydrocarbon) water-repellent finish



GELANOTS ECO fiber structure
Solvent Free Binder/Membrane

GELANOTS ECO achieves an environmentally-friendly product while maintaining functions that exceed those offered by traditional products. Because less energy is used during the manufacturing process compared with older products, the solvent-free lamination process helps reduce carbon dioxide emissions by approximately four tons per 10,000 meters (15,000m²).

Toyota Tsusho is targeting the outdoor markets in North America and Europe, where environmental awareness is strong, as its main market. The company will develop demand for GELANOTS ECO by exhibiting at the European Outdoor Trade Fair held in Friedrichshafen, Germany from July 19, and at the Outdoor Retailer Trade Show held from August 9 in Salt Lake City in the United States.

Toyota Tsusho will focus on uses and customers mainly through sales of raw material to domestic and overseas manufacturers of outdoor goods such as clothing and sleeping-bags, particularly in the rainwear, down jacket and snowboard wear markets. The company expects to achieve sales of one million meters, with a total value of approximately 500 million yen, in fiscal 2008.

< Reference >

【 Product Summary 】

Name: GELANOTS ECO

Structure: Multi-layer laminate structure

(Water-repellent layer + cloth + solvent free system bonding layer + solvent free membrane)

Waterproof properties: 15,000 – 30,000mmH2O

Permeability: 10,000 – 30,000g/SQM/24 hours

Start of sales: July 2007

Sales price: About ¥500-¥1,000/m

	Waterproof properties	Permeability
Traditional products	10-20,000	10-20,000
GELANOTS ECO	15-30,000	10-30,000

GELANOTS ECO's waterproof properties and permeability

(Comparison with older grades)

【 Adoption results 】 (former grade)

Senken Shimbun Composite Textile Awards Hit Prize (2002)

Turin Winter Olympic Games German National Team Uniforms (2006) etc.



This press release is distributed simultaneously at Chubu Keizai Press Club and Boeki Press Club.

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