

MICI 20th Anniversary Speech

Saturday, April 21, 2007

(#1 Matsui Logo)

Good evening. I would like to welcome all of you to Matsui International's 20th Anniversary party. I am very pleased to be with all of you on this special occasion.

20 years in business is an extraordinary accomplishment, and all of the successes that we have achieved are due to all your hard work, dedication and support. I am grateful for the loyalty of our team members and it is a joy to see the company continue to grow with new members of our Matsui International family.

For those of you who are attending for the first time, I would like to take a few minutes and give you the history of MSC which lead to the eventual creation of Matsui International Company Inc.

(#2 Kenji Matsui , #3 MSC factory photo, #4 crayons, #5 kimonos, #6 clothing textiles)

Founded in 1923 by my grandfather, Mr. Kenji Matsui, he began Matsui Shikiso Chemical Co., Ltd. (MSC) as a result of his fascination with color. Kenji Matsui had a keen eye for color and used that talent in the manufacturing of raw materials for the paint industry. His passion for development soon resulted in the expansion into the manufacturing of crayons in 1948 and ultimately led to the manufacturing of pigments and dyes for the kimono and textile industry in 1950.

For years, MSC continued to supply the textile industry and Japanese clothing manufacturers by offering such products as pigment resins for printing, auxiliary agents and transfer papers.

(#7 Chromicolor pic, #8 Photopia pic)

In the early 70's, R&D efforts were made in new applications and MSC began offering specialty products for textiles; such as Chromicolor, a temperature sensitive ink and Photopia which is a light sensitive ink.

Several years passed and in 1983 a Japanese TV program featured our Chromicolor ink. A Japanese inventor/investor, who happen to be watching the program, came up with the idea of producing a color changing staff doll. The following day, he was in our office discussing his idea and from that the Chromicolor flock paper was created. This inventor had invested a lot of money to start manufacturing this doll, which he called Munyu Munyu, and it did become very popular in the toy market. However, his other investment in a health drink product took a turn for the worst and it forced him to close his businesses, including the Munyu Munyu doll. The another Japanese character company called SANRIO approached us wanting to take over the Munyu Munyu doll business and replace it with their Hello Kitty product line. From there, history was born.

(#9 Die cast cars)

In 1986, MSC saw the opportunity to use their color changing technology in other industries and approached a major toy firm with the concept of adding color-change paint

as a feature to miniature die cast cars. The huge commercial success of this product paved the way for MSC to introduce Chromicolor and Photopia to toy companies worldwide and to the eventual creation of Matsui International. Looking back, it's rather amusing that one of the main reasons I incorporated Matsui was because a friend of mine was registering his company and I decided to do the same. I didn't realize at the time how much of a profound impact that was going to make in my life.

(#10 New Jersey photo)

In April of 1987, Matsui International Co., Inc. was established at Fort Lee, New Jersey. This provided a channel for our parent company to offer their products to the U.S. and abroad. It began with an office of three employees, myself, a sales representative and a secretary.

(#11 Chuck & Yoshi-old photo), #12 Henry photo, #13 US flag, #14 Int'l flags, #15 LA photo, #16 1st El Segundo office)

In February of 1988, Chuck Boyce joined our sales force along with Henry Wei taking care of our bookkeeping needs. In August of that same year, Yoshi Haga was sent from MSC to promote its textile printing ink. California's textile market was increasing and by relocating there, MICI could better serve the U.S. customers along with providing a liaison between international customers and Japanese production facilities. So in 1989, MICI officially moved from New Jersey to Los Angeles.

(#17 Generra Hypercolor t-shirt, #18 Gak-Photopia, #19 Battery tester, #20 Curlers, #21 Brush, #22 Product group photo)

In 1990, Chromicolor emerged in the U.S. market with Generra Sportswear and its color change t-shirt line. This line was popularized by clever advertising spots on MTV and was able to appeal to a young, trendy generation. That same year, the in-package battery tester hit the market. This allowed the consumer to check the charge of the battery by simply applying pressure to the built-in heat sensitive buttons. This practical use of Chromicolor color change technology paved the way into new industries such as personal care items and food storage.

(#23 2nd El Segundo building, #24 Current building-Gardena)

In 1991 MICI moved to a larger facility in El Segundo. From there, personnel and sales grew and the need for more space became an issue. Then in 1994, MICI moved to our current location in Gardena.

(#25 Unimark logo, #26 Steve Anderson-old photo, #27 Heat transfers-different brands, #28 Olympic heat transfers)

In 1998, Matsui saw a need in the heat transfer market for good quality, competitively priced products and opened the Unimark division of Matsui. Steve Anderson soon joined Unimark and the heat transfer business continued to excel by offering custom heat transfers for all applications including t-shirts, intimate apparel, shoes and sporting goods. Unimark transfers have been used by several countries on their Olympic apparel for the 2000 Summer Games and 2002 Winter Games.

(#29 SZ building & employees, #30 Cut & splicing photos, #31 Transfer machine, #32 Employees)

With continued success of the Unimark's heat transfers, Henry Wei opened the Shenzhen China Factory in 2000 to cut and spliced transfers and currently has 35 employees. Then in 2004, an additional branch opened in Shanghai, which concentrated on sales and customer service.

(#33 Old company photo, #34 New company photo)

Matsui International Co., Inc. continues to employ sales representatives throughout the U.S. and the world. The small company that began with 3 employees, now employs more than fifty and counting.

The past twenty years of success has proven that Matsui International is a leader in the pigments, inks and heat transfer industry. Matsui's future is as bright as its past with research and development continuing in all divisions in our efforts to supply quality products and quality service at a competitive price.

(Closing)

Matsui International's success is due to the tireless efforts of each and every one of you. I thank you again for your support and hard work and look forward to many more years of growth and success.

(#35 Random- old and new pics of current/past employees)