

April 30, 2024



## ARPRO as a Global Brand

~Unify the brand names of JSP's EPP material into ARPRO~

JSP Corporation (Head office: Chiyoda-ku, Tokyo, President: Tomohiko Okubo) hereby announces that the product name of one of our core products, expanded polypropylene foam (EPP) material, will be unified into ARPRO worldwide to enhance global branding.

Previously, the JSP Group conducted sales activities under the product name "P-Block" in Asia and "ARPRO" in the Americas, Europe, Middle East and Africa. Due to this mixture of brands, brand value was not fully utilized. By unifying the brand names of the EPP material into ARPRO in all the regions, we aim to strengthen global branding and further expand market share.

JSP Group has been developing a variety of grades of ARPRO, including those that can reduce environmental impact. We will continue to contribute to the realization of a sustainable society through sustainable development of ARPRO.

For the further information on ARPRO, please visit [ARPRO.com](https://www.arpro.com).

# ARPRO

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### **[Inquires]**

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**WOW!**

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Aiming to be "A Global Company for Global Society"