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Meidensha Corporation

## **Meiden Group renews its work uniform for first time in 35 years**

Meidensha Corporation (Meiden) has renewed the work uniform worn by Meiden Group employees for the first time since 1990, or in 35 years. The new uniform was developed by a project team primarily consisting of young employees from various divisions, who carefully considered the needs of the wearers and the environment. The new uniforms will gradually replace the existing ones.



Employees wear new uniform renewed for the first time in 35 years.

### ■ Background of uniform renewal

Due to extreme summer heat, the increased participation of women at manufacturing sites, and societal changes such as heightened environmental awareness, many employees called for improvements in the design, functionality, and comfort of their uniform, which was adopted more than 30 years ago. In 2022, Meiden launched a 17-member project team, composed primarily of young employees, to study the design and specifications of a new uniform. The team held multiple try-on sessions to refine the new uniform.

### ■ Features of new uniform

Like the old one, the new uniform features bright blue—Meiden's corporate color—as the base color, while its design prioritizes safety and workability. It offers easier movement and comfort through the use of stretch fabric and draping, and includes new features such as a reflective material and a key pocket. Additionally, the uniform is made from a

highly breathable material to enhance protection against heatstroke. As part of promoting the Sustainable Development Goals (SDGs), the uniform is designed to be simple, stylish, and unisex, making it suitable for anyone regardless of age or gender. The uniform material is made from plant-based recycled PET plastic fiber, which can be converted into new products through recycling after use.

The Meiden Group remains committed to creating a working environment where employees can fully realize their potential and making the workplace fulfilling and attractive for them.