

## Sanwa Denki Kogyo Co., Ltd. will change its name to SANWA Technologies Co., Ltd.

*Sanwa Denki Kogyo Co., Ltd. (Tokyo, Japan) will change its name to SANWA Technologies Co., Ltd. to signify an expanded focus on the “Technology” aspects of its core optical communications business.*

**March 1, 2023 09:00 AM Central Standard Time**

Tokyo, Japan — Sanwa Denki Kogyo Co., Ltd. (“Sanwa Denki Kogyo” or “the Company”), a leader in technology and expertise for optical fiber connectivity products, announced today that it will change its name to SANWA Technologies Co., Ltd. (“SANWA Technologies”; Japanese name: 三和テクノロジーズ株式会社) on April 1, 2023. In line with this name change, Sanwa Electronics (Thailand) Co., Ltd., which is the production base of the company in Thailand, will also become SANWA Technologies (Thailand) Co., Ltd.. Additionally,, Wellstone Denshi Kogyo Co., Ltd., a subsidiary of the company that has been responsible for manufacturing our products in Japan, will be merged into SANWA Technologies as of the same date in order to further integrate and improve the efficiency of our business operations.

“Established in Tokyo in 1947, Sanwa Denki Kogyo started out as a manufacturer of quality electric appliance and communication equipment parts. Since then, we have been providing solutions as a specialized manufacturer of telecommunication connectors, and in 1983, introduced one of our most popular product lines with our advanced high speed fiber-optic connectors, contributing to the advancement of information networks in Japan and around the world,” said Yasuo Ishii, President & CEO of Sanwa Denki Kogyo.

“The “San” in our brand name “SANWA” stands for the number 3 and “Wa” for harmony. We intend to maintain harmony among the three elements: management, employees, and customers. SANWA Group celebrated its 75th anniversary last year, and in order to continue, expand, and diversify its business for the next 80th and 100th anniversary, we have decided to rebrand the company as “SANWA Technologies.”

Based on the engineering and manufacturing expertise that we have built up over the past 75 years, SANWA will continue to contribute to the advancement of our increasingly interconnected society with high quality, high speed advanced telecommunications and data center product lines with “technology” at the core.



## **About SANWA**

Established in 1947, Sanwa Denki Kogyo Co., Ltd. is a renowned leading manufacturer of communication equipment, servicing the global optical communications market. With over 75 years of innovation and engineering excellence, SANWA continues its rich history of developing and manufacturing quality connectivity solutions and components to enhance the performance in optical networks of today and into the future.

SANWA is headquartered in Tokyo, Japan, and has two manufacturing locations in Japan and Thailand, as well as the global sales operation of SANWA Technologies, Inc. with multiple offices in the USA, Europe, APAC, and MENA.

To learn more, please visit Sanwa's website [www.snwd.co.jp](http://www.snwd.co.jp) (HQ) or the SANWA Technologies, Inc. (Global Sales) website at [www.sanwa-tech.com](http://www.sanwa-tech.com)

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