



Celebrating 100 years of Colour 1908-2008

A new logo a new name and a 100 year anniversary for DIC.

On April 1st 2008 Dainippon Inks & Chemicals, Incorporated, will change its name to DIC Corporation and along with this name change comes a new visual identity. 2008 also happens to mark the 100 year anniversary of the largest ink manufacturer in the world.



Dainippon Ink and Chemicals Incorporated (DIC), is one of Japan's most diversified chemical companies and the core of the DIC Group, which comprises approximately 230 subsidiaries and affiliates, including Sun Chemical Corp. in more than 60 countries worldwide. Since inception, the DIC name has been synonymous with integrity, reliability and innovation.

The operations of the DIC Group are divided into five segments: graphic arts materials; industrial materials; high performance & applied products; electronics & information materials; and related business, purchasing & logistics. Through these operations, the Group supplies an extensive range of essential products to industrial users around the world. A leader in the global markets for printing inks, organic pigments and performance resins, the DIC Group continues to strengthen its international position while contributing to industry and society through its innovative products and technologies.

In Australia & New Zealand DIC continues to play a major role within our chosen markets and we are driven by the exciting opportunities developing throughout the printing industry. Our local traditional values of quality & service have been embraced by our loyal customers who convert our coloured inks into the finest quality printed materials. DIC customers are preferred partners and our relationships evolve through innovation and a profound understanding of our customers needs.

Our team of technical & commercial experts ensure that we exceed the expectations of our partners.

DIC will carry on the great traditions of the very well known brands we have had since starting in ANZ 60 years ago as Coates Brothers. Our people, products and values continue to evolve and improve to enable us to provide the ANZ market with market leading performance and satisfaction. With this change our product labeling will take on the identity of DIC and the Coates logo will gradually be withdrawn. Our commitments to the newspaper, packaging, publication and graphics markets with world leading products and service will continue under our new product branding.

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