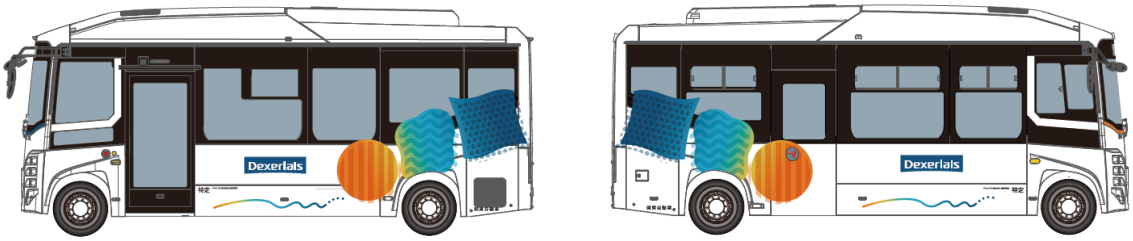
September 14, 2026
Dexerials Corporation

Dexerials to Begin EV Bus Service to Mark the Completion of a New Building at Kanuma Plant No. 2 -- Featuring an Original Wrapping Design Created in Collaboration with Bunsei University of Art --

Dexerials Corporation (Headquarters: Shimotsuke-shi, Tochigi and Chuo-ku, Tokyo, Japan; Representative Director and President: Yoshihisa Shinya; hereinafter, "Dexerials") hereby announces that, coinciding with the completion of a new building*1 in a new area of its Kanuma Plant No. 2 (Kanuma-shi, Tochigi), it will introduce a new EV bus service as an employee-only shuttle bus service between Kanuma Plant No. 1 and Plant No. 2. The service is set to begin in early November.
The exterior of this electric bus features a design unique to Dexerials, which was created in collaboration with Bunsei University of Art (located in Utsunomiya-shi, Tochigi).



EV bus featuring an original wrap design

The vehicle to be used for the service is a compact EV bus that was adopted as part of Dexerials' efforts to reduce its environmental impact. Dexerials previously used a bus powered by an internal combustion engine. Reflecting the construction of its new, environmentally friendly building, it considered the type of vehicle and other factors and decided to introduce an EV bus. Although EV buses are not yet widely used in Japan, they enable zero emissions, emitting no gas while in operation, which helps reduce environmental impact.

In addition, Dexerials has created a wrapping design for the vehicle body, aiming to create opportunities for local residents and domestic and international visitors to Dexerials to gain a deeper understanding of its brand, as well as to enhance employee engagement. The wrapping design was created in collaboration with Bunsei University of Art in Utsunomiya-shi.
The concept behind this design is connections created by products. The graphics visually represent Dexerials' products, which have obtained the largest shares in their respective global markets*2, as well as its philosophy, including the Purpose. Moreover, featuring use of Dexerials' corporate color, which is blue, as the base color and its combination with orange and sky blue, the design conveys the Dexerials' uniqueness and dynamism while the gradations express connections.

Dexerials will operate this EV bus with an aim to improve convenience for employees as the new building becomes fully operational and to drive its efforts to reduce its environmental impact. Furthermore, with the unique design expressions, Dexerials will deepen the understanding of its brand among local residents and domestic and international visitors to its facilities and create opportunities for them to feel a closer connection to Dexerials.

*1 Developing a Production Base That Supports Sustainable Growth: A New Building of Kanuma Plant No. 2 Completed -- Driving Enhancement of Capacity of Products with the Largest Shares in the Global Markets and Transition to a Smart Factory --

*2 Three products: Anisotropic Conductive Film (ACF), Anti-reflection Film produced utilizing sputtering technology（ARF）, and Optical Elastic Resin (SVR). Shares in the global markets: the 2025 share for value amount according to the "Reality and Future Prospect of Display Related Market 2026" issued by Fuji Chimera Research Institute, Inc.

1. Overview of the EV bus

Launch of service　Early November 2026 (planned) (Launch of service of the EV bus with the wrapping design)

Route　Between Dexerials Kanuma Plant No.1 and Kanuma Plant No.2 (via National Route 121)

Vehicle　Compact EV bus from BYD (Seating capacity: 15 passengers, seated passengers only)

Eligible users　Dexerials employees only (Use of the vehicle as a shuttle bus to and from nearby stations and other facilities will also be considered in the future.)

Service hours　Between 8:00 and 9:00 - Between 18:00 and 19:00 (Departing approximately every 30 minutes, excluding lunch break)

Travel time　Approx. 10 minutes

2. About the wrapping design

The design of this EV bus was created in an industry-academia collaboration project with Bunsei University of Art with the following elements.



(1) Graphics

The motifs are Dexerials' products: Anisotropic Conductive Film (ACF), Optical elastic resin (SVR), and Anti-reflection film (ARF).



ACF
the circular shape of the reel

SVR
the fluid, amorphous nature of a liquid

ARF
the flexible, smooth feel of the film

(2) Colors

Corporate color used as the base color



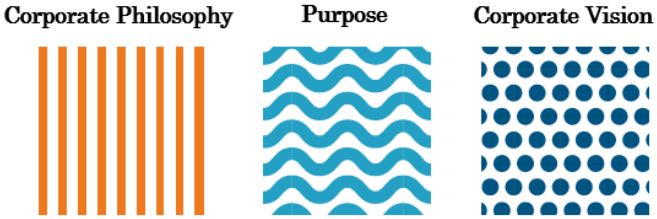
orange
an energetic color that enhances the corporate color

sky blue
a color that bridges and harmonizes the two colors

corporate color
a color aligned with the Dexerials brand color

(3) Patterns

They represent Dexerials' Corporate Philosophy, Vision and Purpose.



Corporate Philosophy
Integrity
the clarity and sense of order conveyed by straight lines

Purpose
Empower Evolution.
the sense of propagation and continuity embodied in wave patterns

Corporate Vision
Value Matters
new ideas and seeds of possibility scattered across the world

(4) Elements

The design elements were simplified and recreated into a line.



Design selection process

The base design was determined by holding a competition between four students majoring in design at Bunsei University of Art, and through screening by members of the project to introduce the EV bus. Following that, the project members and the university held a series of discussions, and the original design was finalized.



3. Comments from those involved in the EV bus

Designer: Hiyori Ohnuki, a third-year student of the Design Field, Design Course of Bunsei University of Art

With connections as the theme, I aimed to create a design that incorporates Dexerials' unique elements and instantly brightens the mood of anyone who sees this bus, helping them feel more positive. Designing for a vehicle body was an unprecedented challenge for me. However, I am delighted and proud to imagine this work, which I created wholeheartedly and with great care over time, driving through the streets of Tochigi. I hope that this bus will serve as an opportunity to strengthen the bond between Dexerials and the local community.

Kazuhiro Mizumoto, Associate Professor, Bunsei University of Art

I would like to express my sincere gratitude to Dexerials, a local company, for entrusting us with this project. They provided careful guidance every step of the way, from briefing on the project to the final presentations, and it proved to be a valuable learning experience for the students. Through this project, I was once again reminded of the potential to create new value by combining a company's technologies and expertise with unique ideas and designs that only students can offer. I hope this design will be loved by people from Dexerials and the local community for many years to come.

Shinichi Hayashi, Production Strategy Division Head, Dexerials Corporation

In this project, we commissioned Bunsei University of Art, which has a proven track record of community partnerships, to create the design. I feel that it was thanks to their efforts to understand our products, the Purpose, and other aspects deeply and reflect them in the design that enabled us to complete this EV bus with a design that truly resonates with our employees. I hope that this EV bus will not only help advance our efforts to reduce our environmental impact but also be loved by employees and local people as a symbol of our manufacturing and Corporate Philosophy.

4. About Bunsei University of Art

Bunsei University of Art, headquartered in Utsunomiya-shi, Tochigi, is the only arts university in Northern Kanto. Since its founding in 1999, this university has been providing education that fosters creativity and expressive skills across a wide range of fields, including fine arts, design, manga, and illustration. The university is also actively engaged in community partnerships, benefiting society with its education through joint projects with local governments and businesses.

<Corporate Profile>
Dexerials Corporation is a functional materials manufacturer specializing in the development, manufacture and sale of electronic components, bonding materials and optical materials. The Group includes subsidiaries engaged in the development and manufacture of photonics products, such as optical semiconductors, and it is committed to achieving sustainable growth and enhancing corporate value.
Also, as a starting point in contributing toward the realization of further growth and a sustainable society, the Company has defined its Purpose: “Empower Evolution. Connect People and Technology.” as explained in the website section “About Dexerials” under “Corporate Philosophy, Vision and Purpose.”
Company name: Dexerials Corporation
Headquarters and Tochigi Technology Center: 1724 Shimotsuboyama, Shimotsuke-shi, Tochigi
Headquarters and Tokyo Office: 9F, Mitsui Sumitomo Kaijo Tepco Building, 1-6-1 Kyobashi, Chuo-ku, Tokyo
Representative: Yoshihisa Shinya, Representative Director and President
Established: June 20, 2012
Official website: https://www.dexerials.jp/en/
LinkedIn: https://www.linkedin.com/company/dexerials-corporation/