

Sumitomo Bakelite Co., Ltd
October, 16, 2025

Announcement of the Brand Name and Logo for Ultra-Low Monomer Water-Soluble Phenolic Resin: AQNOA™

Sumitomo Bakelite Co., Ltd. (Headquarters: Shinagawa-ku, Tokyo, President and Representative Director: Shinichi Kajiya) is pleased to announce the decision of a new brand name and logo for its ultra-low monomer water-soluble phenolic resin, which has been highly praised in the market. With this new initiative, we aim to expand our market presence and enhance marketing activities to reach a broader range of customers.

The newly decided brand name, "AQNOA™," has been chosen to intuitively convey the product concept to customers from various linguistic and cultural backgrounds. The logo design combines the benzene ring, which is a structural component of phenolic resin, with the pure and soft texture of water, reflecting the product's unique qualities.

Through marketing initiatives that leverage this new brand name and logo, we aim to enhance the global recognition of this product and promote it as a core offering within our phenolic resin lineup, thereby driving further sales growth.

About AQNOA™: Ultra-Low Monomer Water-Soluble Phenolic Resin

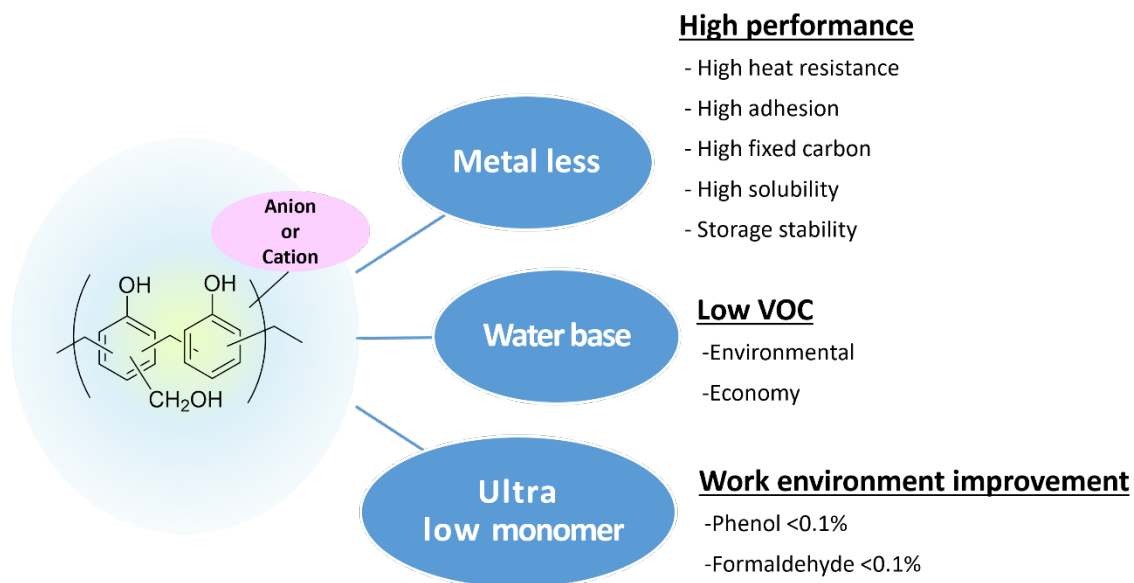


The Logo of AQNOA™

AQNOA™ is a phenolic resin developed using our proprietary technology that is the world's first to achieve both high water solubility and a reduction in the amount of residual monomers of phenol and formaldehyde to less than 0.1%. It is characterized by low odor and low VOC, significantly improving the safety of workers and the working environment compared to conventional products. Additionally, it is exempt from regulations under the Pollutant Release and Transfer Register (PRTR) and is not classified as Deleterious substances or Specified chemical substance in Japan.



Following the product's initial announcement in 2021 and mass production in 2024, we have received a growing number of inquiries. To support a wide range of applications, we are enhancing the product's functionality and expanding its lineup. Currently, we offer unique grades, including a water-soluble novolac type with excellent long-term storage stability and a cationic type compatible with acidic solutions. Additionally, leveraging our overseas operations in China, Southeast Asia, the US and Europe, we ensure a stable and reliable global supply to meet the needs of our customers worldwide.



AQNOA™ Product Concept

◆Detailed technical data for each grade of AQNOA™ is available on our website:

<https://www.sumibe.co.jp/english/product/hpp/phenolic/water-soluble/index.html>

Anticipated Applications

AQNOA™ is suitable for various applications, including adhesives, coatings, ceramic materials, carbon materials, and as binders or additives for resin products used in electric vehicles. In particular, for paint and coating applications, it has been widely considered as an additive to improve the corrosion resistance and heat resistance of water-based coatings. Experiment results with our model formulations are also available on our website:

<https://www.sumibe.co.jp/english/product/hpp/phenolic/water-soluble/index.html>

Future Plans

As a high-performance phenolic resin that enables water-based solutions and environmental compliance, AQNOA™ is currently being evaluated for applications in growth industries such as semiconductors, aerospace, and energy sectors. By utilizing the newly developed brand name and logo, we will strengthen our marketing activities with the goal of achieving annual global sales of 5 billion yen in the future.

For inquiries:

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