

Notice

maxell
Within, the Future
February 8, 2023
Maxell Asia, Ltd.

Price Increase of Maxell Products

On 30th January 2023, our parent company, Maxell, Limited has made attached announcement on the “Price Increase for BtoB and BtoC products” due to severe increase of raw material cost and energy prices.

Following this announcement, we have decided to raise the shipping price of Maxell products. Thank you very much for your understanding.

1. Applicable products

All Maxell products

2. Rate and timing of price increase

Details will be proposed by our sales representatives.

3. Contacts

Maxell Asia, Ltd.

Attachment: Announcement made by Maxell, Limited on 30th January 2023

Price Increase for BtoB and BtoC products

Maxell, Ltd. And Maxell Group companies have decided to increase the prices of all products as follows.

In recent years, we have experienced significant increases in the power cost required for our plant and other business activities due to rising energy prices worldwide, such as crude oil and liquefied natural gas (LNG). In addition, the cost of raw materials, including lithium, continues to rise with the global expansion in EV demand, and personnel expenses continue to grow..

We have worked to streamline operations by improving productivity and reducing administration costs. However, our efforts make it difficult to absorb the increased costs, and we have decided to increase our price.

We will continue to make further efforts to reduce costs and to provide products that satisfy our customers.

Thank you very much for your understanding.

1. Group Companies

Maxell, Ltd.	All products
Maxell Frontier Co., Ltd.	All products
Maxell Izumi Co., Ltd.	All products
Maxell Kureha Co., Ltd.	All products

2. Timing of price increase

Our sales teams will provide information on the timing and content of price revisions. As for details, please contact our sales representative in each market.