

Trosifol Newsletter January 2019

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January 2019

Kuraray / Trosifol™ takes trademark rights seriously

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Protecting your own trademarks is absolutely essential for every market participant, be they a manufacturer, trader or further processor. Customer trust is rooted in distinctive product identification and clear demarcation from similar products from the competition. Here at Trosifol™ we attach

20th Anniversary of SentryGlas®



Photo: © Eckersley O'Callaghan

Trosifol™ Honors Winners of International Design Competition Marking at glasstec 2018

great importance to our customer's confidence in our products, and therefore take action against any infringement and deception in the use of our registered trademarks and brands.

On the very first day of glasstec 2018, the world's leading trade fair for the international glass sector, in Düsseldorf, Trosifol™ employees noticed product brochures from an Asian manufacturer making illegal use of the Trosifol® SentryGlas® trademark. Kuraray, holder of the Trosifol® and SentryGlas® trademarks, thereupon took legal action against this misleading advertising.

»» Please find the full story via this link and download the case study below.

To mark its 20th anniversary, Trosifol came up with something special and hosted the international design competition "World of Innovative Glass Lamination Solutions" for projects with laminated or laminated safety glass.

Architects, engineers, façade consultants and glass processors submitted projects. These have been evaluated by an international jury of experts - broken down into the categories "Engineering", "Resilience" and "Aesthetics" - and the winners were honored during a Trosifol™ customer event.

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Trosifol Website



Customer Login



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