



**Kuraray takes trademark rights seriously:  
Kuraray Clarifies SentryGlas® Ionoplast Interlayer  
Branding**

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

Kuraray wishes to clarify some confusion in the industry relating to its SentryGlas® ionoplast interlayer branding.

In recent years, other manufacturers have produced and sold interlayers that do not have the same properties as SentryGlas®, however they are using the name "SGP" to refer to those interlayers in an attempt to benefit from the long-standing quality and reputation associated with the SentryGlas® brand and to confuse the marketplace.

Kuraray feels it is important for the glass industry to understand that authentic SentryGlas® products are not associated with SGP, and one should not expect SGP products to perform at the same level as SentryGlas® by Kuraray.

Kuraray has consolidated references for SentryGlas® products as "SG™" and has obtained a US trademark registration for SG™.

While the acronym SGP was used when the product "SentryGlas® Plus" was first introduced by DuPont in 1998, the "Plus" was dropped from the name over 12 years ago. Unfortunately, the SGP moniker has persisted in the industry, and its use is now

causing confusion with authentic SentryGlas® products. To avoid confusion, the proper designation SG™ should be used when requesting or referencing authentic SentryGlas® interlayers. In addition to SentryGlas®, Kuraray also produces the next generation in the product line, SentryGlas® Xtra™ (SGX™).

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Kuraray is the leading global producer of PVB and ionoplast interlayers for laminated safety glass applications in the architectural segment. With the biggest product portfolio worldwide, Trosifol offers outstanding solutions:

- Structural: Trosifol® Extra Stiff PVB and SentryGlas® ionoplast films
- Acoustic: Trosifol® SC Monolayer and Multilayer PVB films for sound insulation
- Films for UV control: Trosifol® UV Extra Protect, Trosifol® Natural UV and SentryGlas® Natural UV - from complete UV protection to natural UV transmittance
- Trosifol® UltraClear PVB film with the lowest yellowing value in the industry
- Decorative & design: Black and white, color and printable interlayers

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<http://www.trosifol.com>

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