

Notice



January 30, 2023

Maxell, Ltd.

Price Increase for BtoB and BtoC products

Maxell, Ltd., and Maxell Group companies have decided to increase the price 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 prices.

We will continue to make 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 revision etc.

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.

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