

Sangi Celebrates its 50th Anniversary

Sangi marked its 50th Anniversary this year with a party at the Imperial Hotel in Tokyo on September 25. The event was attended by approximately 240 business partners and associates, along with around 100 employees, making it a grand occasion with a total of 340 participants.

The party opened with a powerful performance of traditional Japanese taiko drums. In the opening speech, Chairman Sakuma shared memories from the early days of the company's founding, expressed gratitude to its business partner Nippon Zettoc, and also thanked the many other companies who have been supporting Sangi over the years. He also touched upon the joy of receiving the honor of being inducted into NASA's Space Technology Hall of Fame, marking a significant milestone for the company on its 50th Anniversary.

Next, a video created to commemorate the 50th Anniversary was screened. The video reflected on Sangi's history through photographs, and by showcasing scenes of employees at work, it provided an opportunity for the guests to feel the atmosphere of the company and its employees.

During a congratulatory address, Mr. Itsuo Hama, Chairman of the Japan Dentifrice Manufacturers Association, expressed his gratitude for Sangi's achievements in utilizing the new material, hydroxyapatite, to establish a new top-value segment in the toothpaste market in the form of "whitening, high-performance toothpaste."

Mr. Yuki Makita, Chairman of Nippon Zettoc, followed with a heartfelt message and a toast, reflecting on the longstanding partnership between the companies and sharing his aspirations for Sangi's continued success.

Sangi's President Roslyn spoke about the company's efforts to expand into fields outside of oral care and shared its vision for the future, aiming to become the true "Apatite Company." This was her 25th year since joining Sangi and reflecting on the journey so far with Chairman Sakuma, she expressed her enthusiasm for the company's further growth in the next 50 years.

Towards the end of the party, there was a live jazz violin performance and an impromptu song from Chairman Sakuma, which created a warm atmosphere throughout the venue. It was a memorable occasion where the bond with the participants deepened further, making it a significant step forward for Sangi toward its next stage.

New Company Slogan

To commemorate its 50th Anniversary, Sangi has adopted a new corporate slogan, proposed by our employees: "Making every day brighter, together with you."

This slogan embodies Sangi's commitment to "stay by the side of each and every customer and walk hand in hand," as well as our determination to "provide valuable products that make every day shine brighter, together with you." A video message from our brand representatives has also been created and is available on Sangi's special 50th Anniversary website. Please take a look!

The following special site can be viewed through the link below.

- [50th Anniversary Special Website Corporate Slogan](#)

- Messages from Each Brand Manager (Japanese)

• [APAGARD Brand Manager](#)

• [APADENT Brand Manager](#)

• [Skincare Product Researcher](#)

• [Okara-tea Manager](#)

- ["Haga Inochi Award" Special Movie \(Japanese\)](#)