

# MACRW Co., Ltd.

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## FOR IMMEDIATE RELEASE

### MACRW Co., Ltd. Announces That Magnesium cold drawn tubes has been adopted on the turntable, new products of Technics SL-1200GAE / G

*Lightweight and high damping property of magnesium, the improvement of the characteristics of the material and high dimensional accuracy due to cold drawing processing, we are contributing to deliver the high-precision tone arm*

Shizuoka, Japan, July 1st, 2016, 09:00 AM (JST) — MACRW Co., Ltd. (Shizuoka Prefecture, President: Masahito Abe) will provide the magnesium tube, that takes advantage of originally developed cold drawing technology, to Panasonic Corporation as the tone arm pipe for the turntable, which is new products of Technics SL -1200GAE / G (\* 1).

Technics SL-1200GAE / G that has been developed as a theme "Redefine the direct-drive turntable reference ", is the Hi-Fi analog player to vividly reproduce the rich sound of analog records. The magnesium cold-drawn tube made by MACRW Co., Ltd. has developed taking advantage of lightweight and high damping property as a unique feature of magnesium, and further, has improved of the characteristics of the material and high dimensional accuracy due to cold drawing. And then, these technologies deliver the high-precision tone arm.



<SL-1200GAE (provided Panasonic Corporation)>



<Tone arm pipe>

Cold drawing processing technology of MACRW Co., Ltd., in order to deliver this process of magnesium, which has been said to be impossible caused by the hexagonal crystal structure, to optimize a variety of production conditions such as heat treatment, lubrication, and tool design, it was achieved. The cold drawing process technology, which improves the characteristics of the material such as mechanical properties due to grain refinement, dimensional accuracy and surface roughness is expected. This technology, which was developed by the application of cold drawing steel tube technology to be used for automobile parts such as a shock absorber and a gas damper, we create new value by diverting the old technology to the new material. We will propose a variety of products and technology of magnesium that take advantage of the features such as the lightest in practical metal, high damping property, and bio gradable.

■ About Magnesium tube

Taking advantage of the feature that the lightest in practical metal (specific gravity 1.78), its adoption mainly mobile devices, such as laptop computers has spread. Also, plastic processing technology (\* 2) draw attention as a new technology of magnesium processing and it has progressed as cold drawing, bending and other processing technology. The use of magnesium tube, 75% lighter compared to the steel tubes of the same shape, is also possible as compared to the aluminum tube 33% lighter.

■ About MACRW Co., Ltd.

MACRW Co., Ltd. has developed a variety of magnesium processing technology such as the cold drawing technology based on a corporate identity "Open up the new world of magnesium". And then, we are developing products that feature magnesium to develop of assistive devices such as a cane, wheelchair, a guide dog harness. We were honored "Grand Prize of the company name" (Kokuyo Furniture ofon sponsored), "Shizuoka Bank Entrepreneur Award next-generation technology sector Prize", "Rise Up Festa advanced technology and materials field excellence award (the bank of Tokyo-Mitsubishi UFJ sponsored)".

(\* 1) SL-1200GAE (Technics 50th anniversary model) <http://jp.technics.com/products/1200gae/>  
SL-1200G <http://jp.technics.com/products/1200g/>

(\* 2) plastic processing ... To deform by a large force to the material, and to be processed into a certain shape. It is relatively small energy consumption per unit by short processing time and small loss of material, it is widely used in the production of industrial products.

<Company>

MACRW Co., Ltd.

[address] 286-1 Yamamoto, Fujinomiya, Shizuoka Prefecture, Japan

[President] Masahito Abe

[Establishment] January 2010

[Capital] 35 million JPY

[Business] Magnesium alloy product development

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