Nippon Electric Glass Co., Ltd. (Head Office: Otsu, Shiga Prefecture, President: Motoharu Matsumoto) has launched StellaShine™, a new brand in its range of super heat-resistant glass-ceramics for top plates of IH cooking devices and gas ranges. Starting with participation in CEATEC JAPAN, to be held from October 4 at the Makuhari Messe, NEG will actively promote this new brand.

NEG’s super heat-resistant glass-ceramics feature excellent thermal shock resistance and will not break even if cooled with cold water immediately after being heated to 800°C. This material is also resistant to cyclic heating. In addition, it is eco-friendly, containing no substances of environmental concern, such as arsenic or antimony. With these excellent features, NEG’s super heat-resistant glass-ceramics have been recognized as the most suitable glass for cooking appliance top plates for over 30 years, achieving a market share of 80% in Japan.

Meanwhile, for further enhancement of sales in overseas markets, priority has been placed on raising the profile of this product among manufacturers and users. NEG thus decided to renew its conventional code-based product naming method by giving an easily-remembered name to the new brand.

StellaShine™ is a coined term combining “stella” (meaning “star”) and “shine”, reflecting the image of shiny, high-quality glass top plates.

<Overview of New Brand>

1. Target Glass top plates of IH cooking devices and gas ranges
2. Brand name StellaShine™
3. Origin of name Coined term combining Stella (“star” in Italian) and Shine
4. Logo design StellaShine
<Features of StellaShine™>

• **Excellent thermal shock resistance in addition to high heat resistance**
  Greater reliability is ensured when compared to conventional heat-resistant glass.

• **Sophisticated coloring by high printing and coating technologies**
  A wide variety of colors and mirror finish are available. Unique glossy texture is enabled based on complex reflection and refraction of light.

• **Eco-friendliness**
  No substances of environmental concern, such as arsenic or antimony, are used as materials.

<Sales Target>

By promoting the new brand name, NEG will aim at annual sales of 5 billion yen for fiscal 2020.

<StellaShine™ Products Photo>