
Taikisha Group Member Taikisha USA, Inc. Receives Award for Innovation at SURCAR America 2025, an International Conference on Automotive Coating Technology

Taikisha USA, Inc. (Head Office: Troy, Michigan, USA; President: Robert Booth III), a group company of Taikisha Ltd. (Head Office: Shinjuku-ku, Tokyo, Japan; Representative Director: Masashi Osada; hereinafter referred to as “Taikisha”), spoke on stage at SURCAR, an international conference on automotive coating technology held in Michigan, USA, on June 11–12, 2025, and received the Award for Innovation. At the conference, Joel Campbell of Taikisha USA, Inc. gave a presentation on the development of the dry decoration system demonstration line.



A presentation entitled “Dry Film Coating: New Generation Coating Method in Automotive Manufacturing” was given in collaboration with Nippon Paint Automotive Coatings Co. Ltd. (Head Office: Hirakata City, Osaka; President and Representative Director: Satoshi Nishimura) at the previous SURCAR conference (June 2023), where it received the Jury’s Award.

Dry decoration technology uses vacuum pressure and heat to apply films (dry decoration) to the exterior of automobiles, instead of the conventional method of spray painting (wet painting).

At this year's SURCAR, a presentation entitled “Dry Film Application: Demo Line

Development, Construction, Start-Up, & Trials" focused on the realization of the demonstration line for this dry decoration technology.

■ About SURCAR

Founded in France in 1964, SURCAR is an international conference dedicated to technology specific to automotive coatings and surface treatments. Automobile manufacturers and specialized suppliers from around the world gather at this event to exchange ideas through presentations on cutting-edge technologies. In recent years, SURCAR has been held not only in France but also in China and the United States.

■ The Award for Innovation

The Award for Innovation recognizes groundbreaking innovations in the automotive industry. As part of its efforts to achieve carbon neutrality, the Taikisha Group is focusing on research and development of its dry decoration system. In November 2024, Taikisha constructed a demonstration line for the system at its Technical Center (Zama City, Kanagawa Prefecture), which serves as the research and development facility for Taikisha's Paint Finishing System Business.

The Award for Innovation was given in recognition of Taikisha's continued efforts to realize the demonstration line and its commitment to the development of the dry decoration system, an innovative process in the field of automotive exteriors.

■ Going Forward

During the SURCAR conference, Taikisha's dry decoration technology garnered attention from numerous automobile manufacturers and suppliers.

Going forward, the Taikisha Group will continue to further improve its dry decoration system as an alternative to painting, contributing to the realization of carbon neutrality and the creation of new value for all customers who require painting and decoration.

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