Signal Inc. SHOW UP Div.

SHOW UP Brand & Corporate Profile

be different.

Original Custom Color Planning, Manufacturing, and Sales



BOLD HUES

BOLD YOU.

#SHOWUPCOLOR

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be different.





INTRODUCTION

"Life is Your Color. be different."

Signal Inc. has been delivering original custom colors to our customers through automobiles.

As demand for our colors has grown, we established the SHOW UP Division, a dedicated department for the production and sale of SHOW UP original colors.

By promoting SHOW UP colors at various motor shows, our unique and creative custom colors—unlike anything else—have gained recognition, spreading from our demo cars in Japan to Asia, Europe, and the Americas.

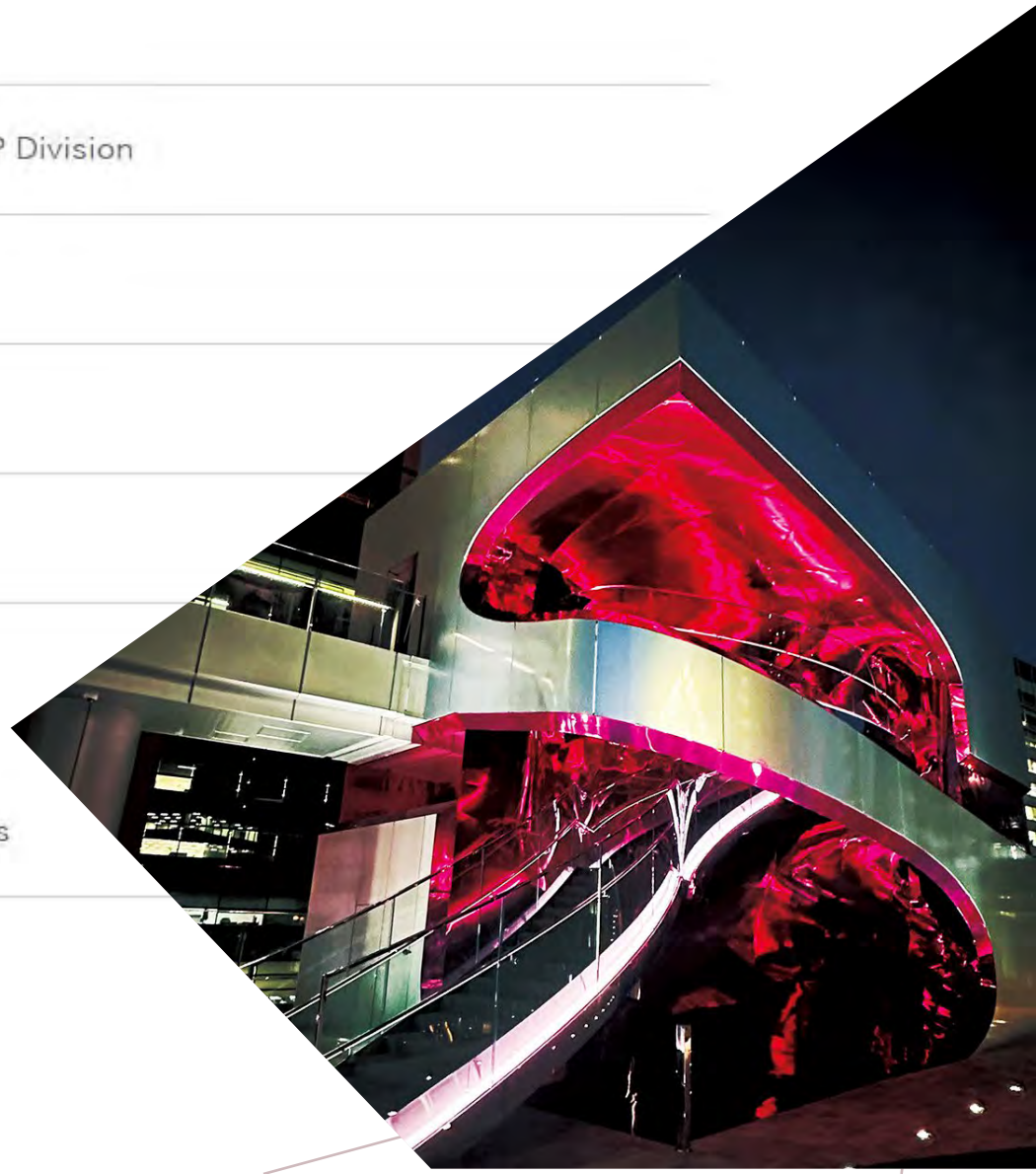
Today, our colors are not only sought after in the automotive industry but have also found demand in hobbies, construction, and various industrial sectors.

As we expand globally, both domestically and internationally, we aim to develop environmentally friendly and distinctive colors that not only highlight originality but also meet the needs of the times.

"Express your individuality – be different." That is what SHOW UP Colors is all about.

COMPANY PROFILE

Company name	Signal Inc.
Head Office	2-6-8 Aoshinke Mino Si, Osaka Japan 562-0024 SHOW UP Division
Established	Feb. 1998
President	Kosuke Kida
Capital	JPY 71,400,000-
Business hours	9:00AM - 6:00PM 9:00AM - 5:00PM(Saturday) Closed on Sundays Closed on the 1st and 3rd Saturdays and National holidays



Signal Inc. SHOW UP Div.

https://www.showup.jp/indexEg.html

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be different.

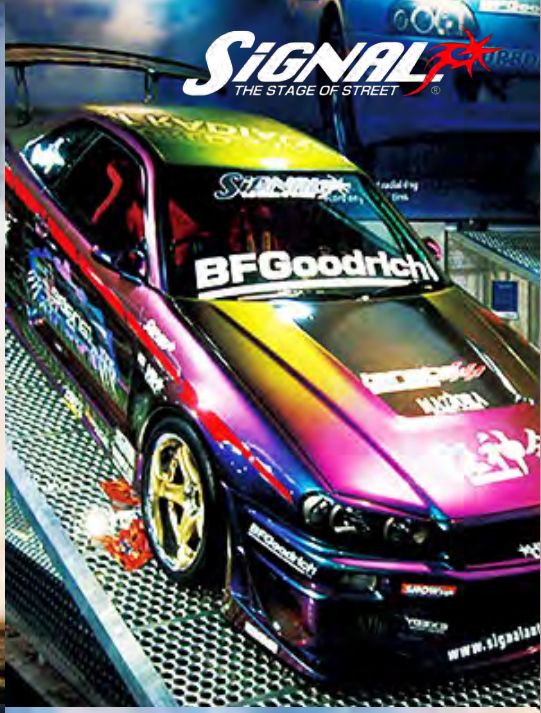
COMPANY HISTORY

1998: Started the Automotive business.
1999-2007: Exhibited a booth at the SEMA SHOW held in Las Vegas, USA.
1995-2018: Exhibited a booth at the Tokyo Auto Salon.Operated a USA branch in Los Angeles, California.
2000-2010: Participated in Formula Drift (USA Drift Competition) and various exhibitions across the United States, with BFGoodrich Tires USA and Nippon Paint as title sponsors.
2007: Launched the "SHOW UP Business Division," specializing in color customization for automobiles, focusing on the production and sales of original colors developed in-house. Began importing and selling color brands from several American companies.
2007: Fully repainted the Mitsubishi Fortis at the request of Mitsubishi Motors, which was exhibited at the Mitsubishi Motors booth at the Tokyo Auto Salon and won the Grand Prix.
2008-2016: Hosted the SHOW UP Dress-Up Car Contest in various prefectures across Japan.
2017: Started a coating business and began developing paints for various categories beyond automobiles.

Exhibitions:
From 2017 to the present: Exhibited at the All Japan Model & Hobby Show held at Tokyo Big Sight.
From 2019 to the present: Exhibited at the Shizuoka Hobby Show.
From 2023 to the present: Exhibited at the Building Material and Construction EXPO held in Tokyo and Osaka.
From 2023 to the present: Exhibited at Coating Japan held in Tokyo and Osaka.International

Activities:
2023-2024: Exhibited at the Malaysia Hobby Show World Hobby Miniatures.
2023: Exhibited at POPCON SEOUL held at COEX in Gangnam, South Korea.
2023: Exhibited at the Bangkok Hobby Show in Thailand.
2024: Exhibited at the CROSS Games Europe RC event held in the Czech Republic.
2025: SHOW UP Hobby Colors expanded into the EU and China.
2025: SHOW UP Hobby Colors expanded into the USA, Thailand, and Australia.
2026: SHOW UP's next-generation chrome coating, "KROMA EDGE," was launched globally.

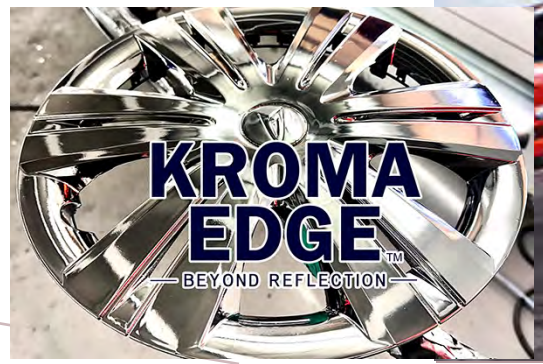












be different.

SHOW UP GLOBAL TEAM

Our capability to perform



Kosuke “MAD” Kida
CEO
“Founder of Signal Inc.,
Since the beginning, we have always been at the forefront of the times with our unparalleled creativity and action.
We won the championship during the USA drag race expedition and I became famous with the nickname of MAD-K.
The SHOW UP slogan, be different., was also born there.”



Ryosuke Kaneda
Senior Technical Advisor
“Leave the colors to me!
For over 20 years, I have crafted countless one-of-a-kind colors.
We combine a variety of pigments, solvents, and resins to meet your specific needs, offering unique, original colors tailored just for you.”



Kenta Mano
General Manager
“SHOW UP Brand Creator
I produce SHOW UP colors comprehensively. My forte is color construction that matches the purpose of use!
We as a team aim to be a trusted partner with various fields of colors. I always put ourselves in the customer's position when conducting business negotiations.”



Shinnosuke Kuwaki
Junior Technical Advisor
“I will be your dedicated technical expert.
I am confident at explaining and demonstrating all the colors we created and colors out there in general. With the experience of over 10 years in the industry I will carefully explain in details from the customer’s point of view. “



Yumi Mano
Director of Marketing
“I have been in charge of overall SHOW UP brand promotion and EC construction.
With knowledge and past experienced, I am here to help answer any questions regarding brands, staff, and operations. Feel free to ask questions.”



#SHOWUPCOLOR

MEET
SHOW UP
Signature Colors.

With SHOW UP colors, express your individuality with confidence, creativity, and fun.

SHOW UP Signature Colors

KROMA EDGE™
BEYOND REFLECTION

KROMA EDGE



The World's First Two-Component Mirror Metal Coating

Unlike conventional chrome-effect coatings, KROMA EDGE is a two-component metallic coating that incorporates a hardener, allowing the metallic layer itself to cure. This significantly reduces the cloudiness that often occurs after applying a clear coat. Utilizing our advanced Self-Organization Technology, metallic particles naturally rise to the coating surface and align themselves during curing. This revolutionary process creates an unprecedented mirror-like reflection and deep metallic brilliance—achieved entirely through paint.

Design × Technology × Sustainability × Creativity

-Automotive & Motorcycles-
A level of brilliance beyond conventional chrome finishes, opening new possibilities for custom paint.
-Architecture & Interior Design-
Reproduces the premium appearance and depth of real metal on a wide variety of shapes and substrates.
-Industrial Applications-
Suitable for functional coatings requiring high reflectivity and excellent durability.
-Hobby & Craft-
Delivers a professional mirror-metal finish for scale models, figures, and artwork.

A new technology that creates a true mirror finish simply by painting, regardless of the substrate.
This is the innovation of Self-Organization Mirror Coating.

MAZIORA
COLOR TUNED BY NIPPON PAINT

MAZIORA COLOR



MAZIORA is a spectral color-shifting coating that changes color depending on the viewing angle and lighting conditions.

Its proprietary ChromaFlair® pigment features a unique five-layer structure. Approximately 50% of the light is reflected from the surface layer, while the remaining light reaches the central Opaque Reflector Metal layer, producing spectacular optical interference.

This interference generates different wavelengths depending on the angle of incoming light, creating the dramatic color-shifting effect for which MAZIORA is renowned.

The name MAZIORA combines the Latin word "Magia" (Magic) with "Aurora," inspired by the natural color-shifting phenomenon of the Northern Lights.

Collections
Cosmos Collection – 6 Colors
Darkness Collection – 3 Colors
Jewel Collection – 6 Colors
Angel Collection – 3 Colors
Alps Collection – 6 Colors
MAZIORA for PCBinder – 6 Colors (Hobby Use Only)



envy 264

envy KandyColor

envy Kandy Color was developed to minimize color fading by utilizing specially processed pigments instead of conventional dyes.

Although pigments generally have larger particle sizes and higher hiding power, SHOW UP's proprietary technology pulverizes the pigments into nano-sized particles, comparable to dye particles. This creates a Kandy Color with exceptional transparency while maintaining outstanding color stability.

RIZZ Flake



RIZZ Flake utilizes an ultra-lightweight polyester film, allowing significantly greater coverage than conventional flake powders.

After aluminum vacuum metallization, each flake is color-coated to maximize color brilliance and UV resistance.

Its lightweight construction also improves mixing performance, minimizes sedimentation during spraying, and provides excellent workability for professional-quality finishes.

SHOW UP
be different.

SHOW UP Hobby Signature Colors

PCBinder Color — Color will Never Peel Off.

MORE INFO



PC Binder Color is a one-component acrylic resin-based coating specifically developed for polycarbonate (PC).
It combines outstanding adhesion with excellent flexibility, allowing it to withstand severe impact without peeling or cracking.Available in 81 colors, each in 50 g.
Since every color is formulated with the same resin system, they can be used individually or mixed together to create custom colors.By replacing conventional silver backing coats with PC Binder Color Silver, adhesion is further enhanced, providing maximum paint adhesion to polycarbonate substrates.
The perfect coating solution for polycarbonate applications.

SHOW UP Aerosol Series

MORE INFO



The PC Binder Series features 50 colors, complemented by 6 colors from the MAZIORA Cosmo Collection and a Black Base Color, offering a total lineup of 57 colors.

Designed for easy application, even by users without airbrush equipment.

ONE DROP KANDY

MORE INFO



ONE DROP KANDY IS PRE-BLENDED WITH PEARLS,
SO NO NEED TO APPLY SILVER BASE COLOR UNLIKE USUAL KANDY. MOREOVER IT IS A HIGH-CONCENTRATION BLEND OF CLEAR AND HIGHLY TRANSPARENT KANDY COLORS AND BRIGHT MICA THAT HAS A BEAUTIFUL SHINE, MAKING IT POSSIBLE TO CREATE VIVID COLORS EVEN WITH SMALL COAT OF PAINTINGS.

Perfect Kit TERRA KROME — push your limits

MORE INFO

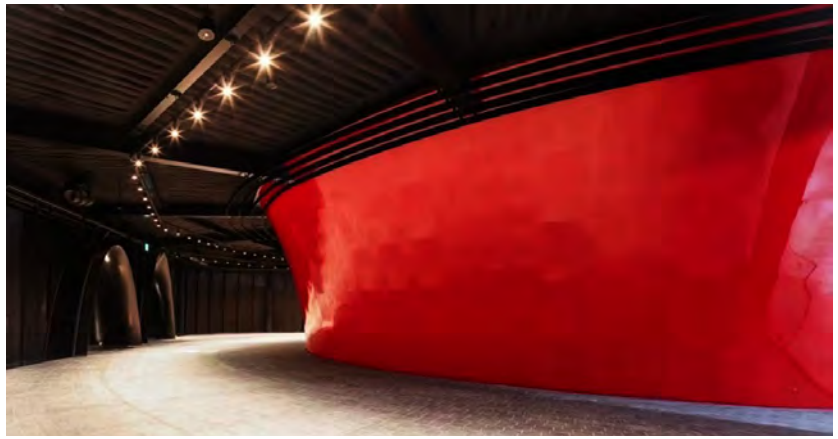


“I PAINTED TERRA KROME OVER THE BASE COLOR BLACK, OR THE CLEAR, BUT IT DID NOT TURN OUT TO BE THE PLATING COLOR”, OR“AFTER PAINTING THE CLEAR, IT BECAME CLOUDY”.
WE HAVE DEVELOPED AN INNOVATIVE KROME PRIMER THAT SOLVES SUCH PROBLEMS ALL AT ONCE!50G OF DILUTED BASE COLOR BLACK, 50G OF TERRA KROME MAIN AGENT MY BOTTLE.
AND 180G KIT OF KROME PRIMER WILL BE DELIVERED AS A KIT!

SHOW UP ACHIEVEMENTS



Shibuya development project with Tokyu Corp



Kansai Expo Pavilion Painting



Livio Tower at HazawaYokohamaKokudai



Architecture convention with Nippon Paint



SHOW UP color on SSR wheels



Nail colors sold in the USA



POTENTIAL INTERNATIONAL DISTRIBUTOR PROSPECTUS

Thank you for reading our company profile.

If you are interested in becoming our Distributor,
please feel free to contact us at any time.
english@showup.jp

Signal Inc. SHOW UP Division