

# Designing Titanium



**TranTixxii**  
DESIGNING TITANIUM



Designing Titanium [ **TranTixxii** ] Brand Guide





## The brand story of [TranTixxii] designing titanium

Titanium was discovered on a shore in Cornwall, England, towards the end of the 18th century. Thereafter, it was named "titanium" in association with "Titan" who, in Greek mythology, was confined in the bowels of the earth.

In 1948, about 160 years later after the discovery of titanium, the industrial production and practical use of titanium started. Then Titanium has been utilized in a broad range of areas including aircraft and various plants such as chemicals, power and sea-water desalination, taking advantage of its characteristic features: "lightweight", "strength" and "extreme corrosion resistance".

Although, the application of titanium improved in designability in the architectural field, was commenced in the 1970s. As well, there was a technical obstacle that gave suspicion regarding the suitability of titanium as a building material, the phenomenon of discoloration that the surface of titanium changed from silver to brown partially.

NIPPON STEEL successfully unraveled the mechanism of this discoloration phenomenon and developed "titanium less subject to discoloration" in 2001, which was a world-first.

NIPPON STEEL has continued thereafter to develop technologies in response to varied requests from customers and architects and made efforts to have the product used in a number of well-known buildings at home and abroad to extend its track record of usage.

NIPPON STEEL has now launched TranTixxii, designing titanium, by combining the technologies that have been accumulated over many years with those of our partner companies in order to continue such technological innovation and broaden the possibilities of titanium, a young metal, with a view to contributing to the creation of the future.

We will promote further efforts for technological development more actively than ever, and pursuing aggressively exploration of the possibilities of TranTixxii in new end-use markets and application fields together with our customers.



# Material transcending ages





# Material transcending ages

## Superior material properties and Elegance

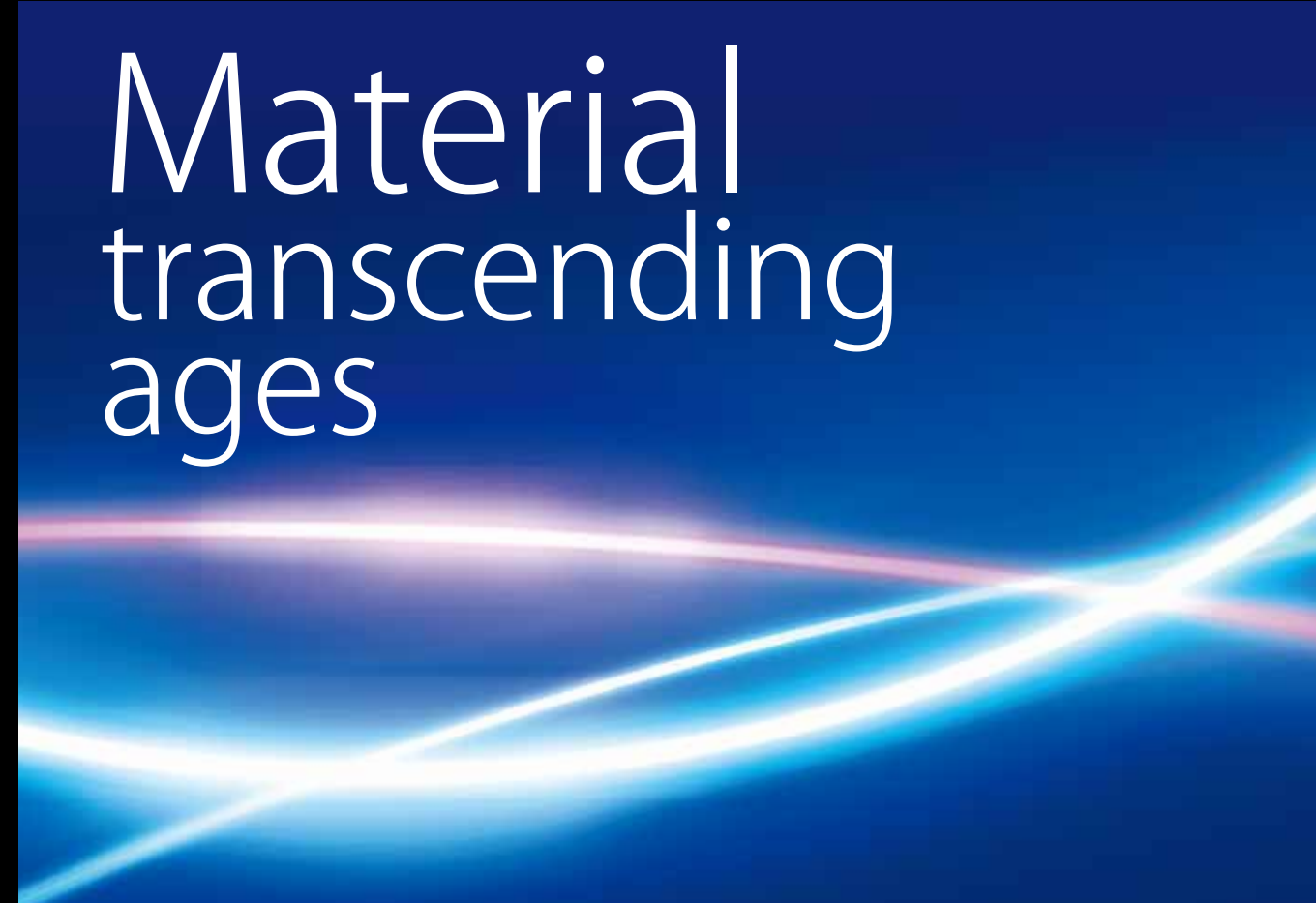
TranTixxii™ represents “the titanium products that provide elegance”  
and  
“the titanium material that are developed to provide elegance”.

NIPPON STEEL's technology, accumulated in steelmaking,  
and the partner companies' technologies have been combined to transform titanium,  
material with excellent properties, into the designing titanium “TranTixxii”, which will open up new possibilities.

TranTixxii will evolve into a common metal capable of controlling reflection and color freely and making up the  
world of the next generation based on the universal material properties imparted to titanium and by means of  
its unique and elegant surface treatment.

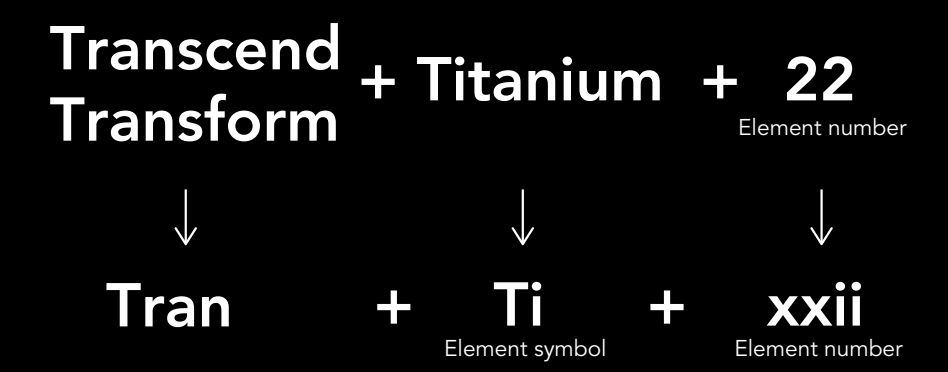
We provide the innovative aesthetic quality the material possesses,  
and contributing to the further development of the manufacturing and designing capabilities,  
preservation of the global environment and culture,  
reduction in the life cycle cost, and reduction in weight and enhancement of safety of products and buildings,  
based on Japan's sensibility and technologies, for a better future.

TranTixxii, not only strong, lightweight and extreme-corrosion-resistant, but also human- and  
environment-friendly, realizes “beauty transcending ages”.



# Designing Titanium Brand

## [TranTixxii] naming concept



## Brand mark of [TranTixxii], designing titanium



The brand mark of TranTixxii, designing titanium, expresses the elegance of the product,  
rich color variations and familiarity by combining a bar imagining the oxide layer of titanium  
with a soft round-shaped font design.

## [TranTixxii] Variations



## [TranTixxii] Portfolio and their explanation







by **NIPPON STEEL CORPORATION**

[www.nipponsteel.com/product/trantixxii/](http://www.nipponsteel.com/product/trantixxii/)

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