

April 20, 2026  
Maxell, Ltd.

**Maxell Establishes Corporate Byline “Micro batteries. Maximum impact.”**  
Clarifying the Value Maxell Provides as a BtoB Company and Reestablishing  
its Corporate Image Globally

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## Micro batteries. Maximum impact.

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Corporate byline logo

Maxell, Ltd. (President and Representative Director: Keiji Nakamura / hereinafter “Maxell”) has established the new corporate byline “Micro batteries. Maximum impact.” with the aim of evolving its corporate brand and strengthening its messaging in the global market.

This byline symbolically expresses the value that Maxell will continue to provide to the world, while taking its origin in the “batteries” that Maxell has consistently worked on since its founding. Going forward, it will be rolled out sequentially across the corporate website, product catalogs, exhibition tools, Corporate Identity (CI) tools, global brand communications, recruitment communications, public relations, advertising, SNS and other external communications, as well as internal branding, to promote broader recognition.

To date, Maxell has provided unique value primarily through small batteries in markets where precision and high reliability are required. Furthermore, the importance of power sources that operate “small, light, long, and safely” has been increasing across various fields around the world, including IoT, wearables, medical devices, and industrial devices in recent years.

Amid these changes, it has become necessary for Maxell to deliver a clearer and more consistent message about “who Maxell is” to society, by further advancing the battery technology inherited since its founding and by expressing its determination to play an even greater and indispensable role in society. The establishment of this byline is the first step in that effort.

### **The meaning behind the byline**

“Micro batteries. Maximum impact.”

This phrase encapsulates our identity—rooted in the very origin of our company name—that small batteries create great value. It also embodies our commitment to the role we will play in the society of the future.

Using our core battery business as a symbol, it conveys the vision that “micro-sized batteries generate a massive impact that supports global industries.”

## Byline Statement and Logo

<Statement>

Our story began with batteries.

As society is constantly evolving, our small batteries have powered a wide variety of applications.

Even though our products are often unseen, we are committed to creating “indispensable” value.

We take on challenges.

Delivering maximum impact to businesses worldwide —as only Maxell can— now and into the future.

<Logo (combination with brand logo)>



**maxell**  
Within, the Future

Micro batteries.  
Maximum impact.

## Comment from Keiji Nakamura, President and Representative Director of Maxell, Ltd.

Since our founding, we have continued to refine the technology that imbues small batteries with great value. The phrase we have now established, “Micro batteries. Maximum impact.”, succinctly expresses that journey and our challenge going forward. As a presence that continues to support the world’s businesses behind the scenes, we will further enhance Maxell’s unique value and aim to be a front-runner in the small battery field.

## Contacts

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<https://maxell.tayori.com/f/tayori-01e/>