

SUNCO at EXPO 2025 Osaka: Connecting Art and the Future with Screws

Provided by Sunco Industries



SUNCO's Participation in EXPO 2025

SUNCO exhibited at EXPO 2025, which is being held in Osaka from April 13 through October 13, 2025, under the theme “Designing Future Society for Our Lives.” This international event brings together people and innovations from around the world to address global challenges. Countries from across the globe are participating by presenting their own unique pavilions.

As a related event, the 3rd Japan International Art Festival/Osaka-Kansai EXPO Exhibition was held from July 2 to July 6 at EXPO Messe “WASSE.” **SUNCO joined the exhibition through the introduction of the Mayor of Higashiosaka. Its booth, which fused fasteners and art, stood out and captured the attention of many visitors.**

Press Release

Following the opening ceremony of the 3rd Japan International Art Festival/Osaka-Kansai EXPO Exhibition, President Mr. Yoshihide Okuyama gave a greeting at the SUNCO booth. He noted that final products using screws can be found all over the world in industrial goods, automobiles, motorcycles, and more, many of which use JIS-standard screws. **Based in Higashiosaka, Osaka Prefecture, home to the largest concentration of screw manufacturers in Japan, SUNCO is committed to delivering JIS screws to the world.**

Exhibition Details

Despite having less than two months to prepare after confirmation, SUNCO's booth was packed with creative

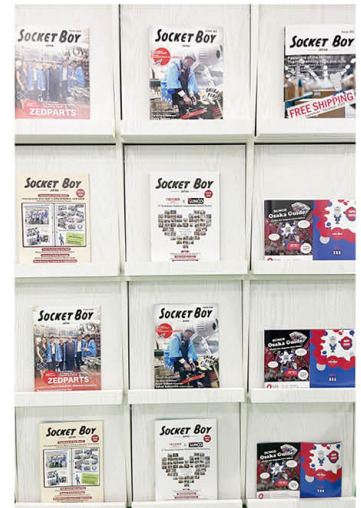


ideas. From meticulously designed booth walls to a screw-themed original keychain-making event, SUNCO's display overflowed with originality and attracted a constant stream of visitors throughout the day. **The highlight was a diorama art piece of the EXPO 2025's symbolic “Grand Ring.” This iconic structure was recreated using screws and became a topic of conversation on TV and online news.**



Creating the Grand Ring Diorama

Including preliminary meetings, the diorama took over a month to complete. Approximately 1,500 to 1,600 screws, all SUNCO products, were used. Selected from SUNCO's extensive catalog of over 2.01 million items, the screws added depth and realism to the artwork. The production team stated, "The actual Grand Ring is constructed without any nails or screws. That's why recreating it with screws carries significant meaning and appeal." Screws, typically behind-the-scenes structural components, took center stage in this piece. The natural weight and luster of metal gave the work a strong presence. The team hopes visitors will enjoy discovering and being surprised by the screws, saying things like, "What is this screw normally used for?" or "I can't believe this is a screw!"



Booth Operations and Visitor Reactions

The booth welcomed a wide range of visitors, from school groups and families to elderly guests, creating a lively and unexpectedly large turnout. Many visitors from Higashiosaka commented, "I've seen the penguin logo before," "I've heard the name on train announcements," and "I saw the TV commercial." Although most visitors were Japanese, somewhat off from SUNCO's original aim of promoting JIS screws internationally, the event offered a valuable opportunity to connect with the general public and raised awareness of SUNCO's name beyond the industry.

During JAPAN DAY on July 3, a vibrant parade was held, with SUNCO's original character "Socket Boy" leading the way. As various Japanese mascot characters walked in line, many attendees called out "Hey, Socket Boy!" and waved in support.



Reaction to SOCKET BOY Magazine

Within the booth, SUNCO actively distributed its magazine "SOCKET BOY" to share its efforts and highlight the appeal of the screw industry. Although the audience turned out to be predominantly Japanese, limiting the reach to overseas readers, the team remarked that today, anyone can become a media outlet through social media. They believe that spreading the word online can serve as effective marketing. Even simply raising awareness that such an actively PR-driven company exists in Higashiosaka made the exhibition worthwhile.

Looking Ahead After EXPO

The collaborative efforts leading up to SUNCO's participation in EXPO 2025 marked a major achievement for the company. The opportunity to exhibit came just as employees began to develop a global mindset, making it a potential catalyst for future international expansion. Looking forward, SUNCO plans to promote young talent and aims to increase global brand recognition and boost overseas sales. With its mission of delivering Japanese (JIS) screws to the world, SUNCO remains committed to taking on new challenges. ■

