

**FOR IMMEDIATE RELEASE**

October 31, 2023

## **Kao Drives Personalization Through the Launch of Floating Linear Technology for MOLTON BROWN Candle Decoration**

For six weeks from 20 October to 30 November 2023, Kao Corporation is offering a decoration service at MOLTON BROWN, the luxury lifestyle brand with a British Royal Warrant, using patented floating linear decoration processing technology\*<sup>1</sup> on the brand's product range of scented candles. It is available for a special limited time only at the Regent Street store in London.



This service marks the first implementation of the floating linear decoration processing technology\*<sup>1</sup> announced in November 2022, which was developed in collaboration with B&R K.K.. This enables a high level of customisation and a personalised decoration service with a special feel.

Kao's cosmetics business is further consolidating its global expansion and positions with SENSAI, MOLTON BROWN and Curél as its first runners. By using this technology for the first time in MOLTON BROWN products, Kao is communicating its unique technology globally and further enhancing the presence of its cosmetics business.

\*1: Technology for decorative molding on product surfaces using a magnetically levitated linear transport system that allows a transfer plate (shuttle) composed of permanent magnets to float on a desk (segment) with a built-in electromagnetic coil and move around freely

### **Implementation of floating linear decoration processing technology\*<sup>1</sup>**

In order to use the floating linear decoration processing technology for MOLTON BROWN candles, a new control technology has been developed. This is able to detect the subtle unevenness of each individual candle surface and control the height (floating amount) of the linear transport unit up and down. This technology enables a constant height to be maintained from the surface of the candle, thereby achieving smooth and beautiful decorations.

### **About MOLTON BROWN**

MOLTON BROWN is a luxury lifestyle brand with a Royal Warrant\*<sup>2</sup>, founded in 1971 in South Molton Street, London, offering high quality products. Since its founding, the brand has remained true to its roots as a pioneer of positive luxury with a conscious commitment to environmental protection, with a focus on “Made in England” \*<sup>3</sup> and sustainable manufacturing.

[Our Sustainability Commitments | MOLTON BROWN](#)

\*2: Molton Brown are proud holders of a Royal Warrant from Her Late Majesty Queen Elizabeth II

\*3: Excluding some hair care products and hotel amenity products

### **About the “Candle Decoration Service”**

The Candle Decoration Service uses floating linear decoration processing technology\*<sup>1</sup> to create personalized decorations for the Signature Candle and Luxury Candle, perfect for Christmas gifts. From 20 October to 30 November 2023, a decoration processing machine transported from Japan has been installed at MOLTON BROWN's flagship Regent Street store in London. This service provides a more special experience for customers, as they can actually see the candles being decorated in the store. Customers can choose from festive designs such as a ribbon, snowflake or holly which decorate the wax in crimson or gold, alongside their name or initials.



Kao will continue to utilize its floating linear decoration processing technology\*<sup>1</sup> to provide products that satisfy the needs of each and every customer, thereby realizing personalization.

### **Related information about floating linear decoration processing technology**

- 2022/11/10 News Release: [Kao | Utilizing Floating Linear Technology - Construction of a Resilient New Production System to Respond to Diverse Needs](#)
- You tube video: [Decoration Processing Technology](#)

### **About Kao**

Kao creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical business, which contributes to a wide range of industries, Kao generates about 1,550 billion yen in annual sales. Kao employs about 35,400 people worldwide and has 136 years of history in innovation. Please visit [the Kao Group website](#) for updated information.