

## 1.1.2 Significant changes and development

### The First Decade (1970 - 1979)

**1970**

Business Established. Thai-Japanese joint venture Started to produce lingerie

**1971**

Expanded the production to cover girdle, underwear, short bodysuit, petticoat and nightwear products.

**1972**

The company started to export to overseas market.

**1973**

Increased the registered capital from Baht 4 million to Baht 8 million.

**1974**

Started production for children wear to distribute locally.



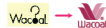
**1979**

Increased the registered capital to Baht 20 million.

### The Second Decade (1980-1989)

**1980**

Changed the company logo



**1983**

Listed on the Stock Exchange of Thailand

**1984**

The company also launched "Wacoal Computer Service" to provide the proportion measurement service to customers with advanced computer program

**1985**

Established the Wacoal Body Clinic at Sogo Department Store, Ratchaprasong to provide special lingerie tailoring service to individuals and persons with special

**1986**

Changed the mini computer system to mainframe system.



**1987**

Expand business Began to advertise underwear on television. Joint venture with a raw material producer



### The Third Decade (1990-1999)

**1990**

Introduced highly precise equipment to analyze physiological features such as Silhouette Analyzer, Moire and Sketched Outlines. Excellent Factory of the Year

**1992**

Add personalized medical garment sewing service. Heal and relieve scars caused by fire or scald.

**1991**

Established the Product Research & Development Center to research, test and analyze the quality of textile materials.

**1993**

Popular product award from Asia Pacific Award

**1994**

Converted to public company limited



**1997**

Starting the Thailand Best Project by organizing "Sahagroup Export & Trade".

**1998**

Established the Call Center, Customers Relations Center.



## The Fourth Decade (2000-2009)

**2000**

Started the "Wacoal Pink Ribbon Fight Against Breast Cancer Project"



**2005**

Introduce the customers' demand analysis system: Quality Function Deployment and Kansei Engineering to design products.

**2006**

Develop new innovation service "Balancing Bra Service", provide tailoring service to women who have lost their breasts.



**2008**

The company adjust the product image to premium grade, cut the borderline between underwear and casual wear by developing "Diamond Intimacy" with Swarovski crystal on underwear as first launch.

**2009**

First time  
- The first lingerie in Thailand to receive a green label  
- Receive Cool Mode label for products of pajamas and outerwear for women Innovation  
Introduced the SAP system in the garment industry.  
Started to produce and distribute Wacoal Gold, lingerie products for elderly women.  
Wacoal Cool products for the tropical region



## The Fifth Decade (2010-2019)

**2011**

Acquired ISO 50001 certification



**2010**

Princess Collection Has exhibited fashion show Princess Collection in Her Royal Highness Princess Sirirattana Rajakanya on the occasion of the 40th anniversary of Thai Wacoal to bring income to fund the construction of a breast cancer center

**2012**

Collaborate with business partners organize "School of Deep Textile" Project which helps develop textile and garment specialists.

**2013**

Established Pattaya Myanmar Co., Ltd to expand production base in ASEAN. Developed an efficient shipping system

**2015**

Joint venture with Wacoal Corp., Japan to establish Myanmar Wacoal Co., Ltd. Creating awareness and enhancing the image of Wacoal Sport and CW-X products based on health care trends. Acquired ISO 9001, ISO 14001 certification.

**2014**

Omni Channel brings the concept of Omni Channel marketing to connect various marketing channels. Adjust the Brand Concept under the concept "Beauty Inside".

**2016**

Thai Private Sector Collective Action Against Corruption (CAC)  
Joint venture to startup A Tech Textile Co., Ltd. and G Tech Material Co., Ltd.  
Best Content 2016 From Lazada

**2017**

Increased investment in Pattaya Manufacturing Co., Ltd. and became an associated company.

## The Sixth Decade (2020-Present)

**2021**

Developing a Healthcare and Wellness business. Focusing on online sales.



**2020**

ECO FACTORY GREEN INDUSTRY 4.0  
To be selected on the sustainable stock list (THSI).  
Listed company in Thailand with outstanding environmental, social and good governance.

**2023**

Acquired Circular Economy Management System (CEMS) certification



**2022**

Established Wacoal Maesot Co., Ltd. To become Global One Wacoal by starting to use the corporate logo

