
**Fujitsu General to Change Trade Name to “GENERAL Inc.”
—Taking New Step Forward for Reborn GENERAL,
Aiming for Global Growth through Manufacturing Excellence—**

Fujitsu General today announced that, effective January 1, 2026, it will change its trade name to “GENERAL Inc.” and introduce a new brand symbol (trademark), “GENERAL.”

1. New Trade Name

GENERAL Inc.

2. New Brand Symbol (Trademark)



3. Scheduled Date of Change

January 1, 2026

4. Commitment Behind the New Trade Name

Since its founding in 1936, the Company has been committed to innovative monozukuri, the art of manufacturing that enhances daily life, and has continuously introduced world-first and industry-first products through original thinking that challenges conventions. The trade name “General” has been used as a trademark since 1946 and is now registered in more than 120 countries and regions. This name, loved by customers worldwide, reflects the Company’s long-standing commitment to sincere manufacturing and represents the trust it has earned from customers and society over time.

In 2026, marking the 90th anniversary of its founding, the Company will adopt “General” as its new trade name, initiating a new chapter in its history. We will continue to combine our advanced technologies with original ideas to drive further innovation. Through our new Slogan of Creating a Life Conditioner, the Company aims to protect people’s health and local communities from extreme heat waves and cold spells, while supporting sustainable and well-being-focused lifestyles.

By engaging in complementary collaboration with Paloma Rheem HD Group across the value chain, the Company aims to expand its business in both domestic and international markets. Over the long term, we will strengthen our positioning in the global air conditioning market and promote the integration of air conditioning and water heating technologies.

The new brand symbol (trademark) “GENERAL” will be gradually and smoothly introduced, starting with new products to be released from January 2026 onward.

5. Comments from Koji Masuda, President & CEO

Our company has started a new chapter as a member of the Paloma Rheem Group this August. Under our new Slogan, "Creating a Life Conditioner," we remain committed to the belief that the foundation of manufacturing lies in a sincere focus on people and an unwavering pursuit of technological innovation. We will cultivate a corporate culture that creates new value. At the same time, we will continue working to deliver more comfortable lifestyles to our customers and, through ongoing efforts, contribute to the realization of a sustainable society.

6. About the FUJITSU Brand

We will gradually and smoothly transition from the FUJITSU brand going forward.

7. Change of Trade Names of Consolidated Subsidiaries

Our consolidated subsidiaries that currently use "FUJITSU" in their trade names are also scheduled to change their trade names to ones bearing "General" as of January 1, 2026.

Note: The product and service names mentioned in this press release are trademarks or registered trademarks of the Company or its respective companies.

Contact Us

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