

Our Challenges

Since its founding, the Kuraray Group has taken on the challenge of solving social issues and creating new value through its business activities.

We formulated the corporate tagline "Possible starts here" to express our unwavering corporate attitude as well as our desire to co-create value with society for a better future, starting with the Kuraray Group.

Brand Story of the Kuraray Group

kuraray

Possible starts here

Beyond impossible lies what's possible.

Waiting to be discovered by those with the courage to challenge the norm and bring about change.

Nearly a century ago, one such pioneer made it possible for a successful company to serve the greater good and society at large.

While also rewarding and nurturing its employees and stakeholders.

That company is Kuraray.

And today while we face new challenges;

The need to protect the environment.

The need to improve global health.

The need to create cleaner chemicals.

That founding belief in what's possible remains unchanged.

We still work for the benefit of all.

We still trust in our expertise in chemistry to go beyond and innovate.

And we still embrace the power of collaboration with others.

Knowing we're stronger and better, when working together to change impossible into possible for everyone.

As we make our journey together towards a fairer, safer, more sustainable future, a real possibility.

Possibility can change the world. And it starts here.

Creating New Value

The Kuraray Group considers the products, technologies, and services we offer in light of various macro trends, clarifying social issues needing to be addressed and setting target fields to address them.

By channeling management resources into businesses and products related to these areas, and by exploring strategic acquisitions and corporate alliances, we will work to grow existing businesses and generate new businesses.

Five Macro trends and Target Fields



Improvement of the global environment

Environmental-load reduction

Air and water purification

- Adsorption, filtering

Reduce microplastics

- Biodegradable polymers
- Functional enhancement of paper products

Circular economy

- Shift to mono-materials
- Circular business models



Global warming prevention

GHG capture

- Absorption and separation

GHG utilization

- Consider applications for Enhanced Oil Recovery (EOR)
- Polymer synthesized from CO₂

Reduce GHG emissions

- Promote the use of bio-based materials
- Contribute to weight reductions
- Conversion to alternative fuels, higher efficiency



Food and water security

Food-loss reduction

- Prolongation of shelf life

Improve agricultural productivity

- Materials for insect prevention and seed coating

Safe water supply

- Removal of PFAS, organic fluorine compounds



Digitalization, high-speed communications

Electric and electronic device materials

- Electronic devices and circuit substrates
- Semiconductor manufacturing equipment-related

High-speed telecommunications device materials

- Mobile data terminals (electromagnetic wave shields)
- 5G telecommunication device-related



Effective utilization of energy

Materials for energy storage devices

- Secondary batteries (anode materials, etc.)

Energy-related materials

- Wind power-generation materials

Materials for electric and electronics devices

- Next-generation vehicles (high-voltage parts)



Calls for higher quality of life (QOL)

Medical and healthcare

- Dental materials
- Regenerative medicine materials

Beauty goods and living supplies

- Water-soluble films for individual product packaging
- Sanitary goods

Improve indoor and in-vehicle environments

- Air purification
- Highly functional displays
- Vibration control sealants
- Interior parts (car seats, etc.)

