



The hieroglyph in this ad is the origin of the character *tsutsumu* (at left), which in Japanese means to “wrap” or “envelop” something. It is believed to have been inspired by the idea of a fetus wrapped in its mother’s womb. Apparently, even to ancient people, the act of wrapping was a means to carefully protect something.



Your most precious items are wrapped lovingly and carefully by Kuraray.

If you care about something enough to wrap it, you want to protect it. With superior protection in mind, Kuraray was the world’s first company to develop EVOH (ethylene vinyl alcohol copolymer), a resin with “gas barrier” properties 10,000 times better than polyethylene. Marketed as the Kuraray brand *EVAL*, the resin’s oxygen-blocking ability makes it excellent for preserving food at ambient temperatures. Thanks to this, *EVAL* helped to pioneer the shift from glass and metal containers to plastic. Today it is used for many types of food packaging, such as ketchup and fruit juice containers. As the world’s top producer of EVOH, Kuraray has applied its expertise to a wide range of containers, including those for cosmetics and pharmaceuticals, and even fuel tanks for cars.

Kuraray specialty chemicals can be found in many products that make the world more efficient and comfortable, including films for LCD monitors and laminated safety-glass windows, dental materials and more. Since its 1926 foundation in Japan, Kuraray has worked to pioneer solutions and results that others cannot achieve. And through such developments, Kuraray will help to improve the quality of human life and the natural environment.



Food packages and a car fuel tank made with *EVAL*.

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