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Director and Senior Executive Officer,  
President of the Chemicals Company

“ My goal is to grow each of our “only one” products into a brightly shining star, while working to realize further growth for the “only one” tree as a whole.”

## An abundance of unparalleled products

The Chemicals Company comprises the five divisions of Methacrylate, Isoprene chemicals, Elastomer, Genestar, and Medical, whose products are used for all manner of applications such as LCD TVs, urethane raw materials, electronic materials, dental materials, household appliances, automotive components, and so on.

A characteristic of our company is that it has many “only one” (unique) products. Annual sales of these products range from millions to billions of yen, and they are offering truly distinctive features.

For example, *GENESTAR* heat-resistant polyamide resin provides not only superior resistance to heat, but also exhibits light resistance and low water absorption. These characteristics make it ideally suited to applications for LED reflectors used in LCD TVs employing LED light sources, and shipments have already begun for LED TV applications. We expect *GENESTAR* sales to rise as LED TVs move into the mainstream.

## Maximizing the potential of our “only one” products

Our “only one” products may at a glance appear to be separate, but there are root similarities in the basic technologies, and they are hung like ornaments, after being developed from scratch, on the so-called Christmas tree of the Chemicals Company. I intend to make each of them into an even more beautiful ornament, and make the entire tree bigger.

