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Director and Senior Executive Officer,
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“ Rather than focus on volume of sales, we aim to distinguish the company’s products in overseas markets through product performance.”

The legacy of Kuraray’s founding business

The Fibers and Textiles Company encompasses Kuraray’s original businesses. Taking advantage of Kuraray’s proprietary materials and technologies, this company has assiduously been developing new applications to meet ever-changing market needs, and has successfully distinguished itself from its competitors in China and other emerging countries. Moreover, we have achieved differentiation from our competitors through superior product performance rather than through economies of scale in production. Our distinctive products include *KURALON* of the fibers and industrial materials business, *CLARINO* of the man-made leather business, *KURAFLEX* of the non-woven fabric business and *MAGIC TAPE* of the fastening business.

Creating new world-class materials

This year, we have high expectations for our man-made leather *CLARINO TIRRENINA*. Light, soft, and lasting, *CLARINO TIRRENINA* products are being developed to be more than just an alternative to leather, but rather to compete in every aspect with leather. We

are also developing global businesses with our high value-added unique products, such as *KURALON* fiber (PVA fiber), used in reinforced cement as an asbestos substitute, and the ultra-high performance *VECTRAN* fiber which was used in the air bags on NASA’s Mars exploration rover. We will continue to develop products to highlight Kuraray’s unique materials and technologies with the objective to create and market materials capable of competing in the global market.

