

# *FujiChem*

# Creative, Committed, Collaborative

## *Fuji Chemical Industries*

Company Brochure



Creative, Committed, Collaborative

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# Actualization of Customer Concept

With “Think about ideas, not things” as our watchword, we direct our ears to the voice of the customer.

- To recognize promptly the thinking of customers and markets;
- To be the quickest to respond with actual products and services:

That’s the innovative, “global niche,” unrivalled activist business that is our aim at Fuji Chemical.

## Keywords for our corporate motto

### Creative

Constantly upholding “creativity” as an essential element in developing new products as well as in the performance of every task, we obtain maximum leverage from innovative ideas without being limited to traditional or common practices.

### Committed

Dedicating our fullest “commitment” as a matter of course to all of our customers as well as the overall market under a basic policy that guarantees stable quality, punctual deliveries, and environmental conservation, we ensure fulfillment of all our responsibilities.

### Collaborative

Pursuing effective “collaboration” with customers, suppliers and contract manufacturers, we focus on coexistence and co-prosperity in the spirit of wholehearted cooperation.

## President’s Message

We have arrived at the milestone of 10 years of progress since the establishment of Fuji Chemical Industries, Ltd. as a brand new company based on businesses transferred from the former Kanebo Group.

In that time, Fuji Chemical has constructed a solid foundation that we will continue to build on over the next decade, focusing on the basic strategies of “driving forward globalization” and “niche-oriented strategy” (i.e., expansion into new fields through market segmentation). These two basic strategies have ensured steady development, with the result that Fuji Chemical (Shanghai) Co., Ltd. in Shanghai, which was established in 2012 as a bridgehead for increasing commercial distribution into Asian markets, has become profitable and remains on track. Meanwhile, our Technology Development Center has been expanded and enhanced with technical development to create original niche products in cooperation with customers.

As a “fables” manufacturing company, we clearly recognize that our key imperative is to commit to development of high-quality, new commercial products by creating markets.

We will continue to develop new products while maintaining effective communication and collaboration with our customers and manufacturing contractors. We look forward to the successful continuation of our business with you as we go forward.

**Kentaro Kiyosue**  
President & Chief Executive Officer

## Technical Specialist Units Business Solutions Teams



Business Vector, Product Portfolio, Technology Schema

# Porous Materials

In highly developed and diversified industrial fields, needs for higher quality filtrating, water-absorbing, and cleaning technologies are expanding rapidly. To respond to the needs of the times, we have made dedicated efforts to create a comprehensive product family characterized by high quality and high functionality.



## Polyvinyl alcohol (PVA) sponge

**Water-resistant type:** Does not become soft even under wet conditions, retaining its original shape.

### Use application

- Air filters, liquid filters (e.g. flushing oil filtration, etc.)
- Impregnation, liquid absorption
- Sound-deadening materials, etc.

**Hydrophilic type:** Exerts extremely high water absorbability with excellent water retention capacity due to superfine continuous pore technology.

### Use application

- Cleaning and water absorption for glass products
- Cleaning and water absorption for precision devices such as printed circuit boards
- Applying of various aqueous adhesives
- Cleaning and water absorption for silicon wafers and liquid crystal substrates



Water resistant PVA sponges



Super hydrophilic PVA sponges

## Superabsorbent polyurethane sponge

Manufactured based on uniform continuous pore technology, realizing flexibility and extremely high elasticity. Conductive type is available.

### Use application

- Water absorption and dehydration for precision components
- Wiping materials in various processes



Superabsorbent polyurethane sponges

## High chemical resistance sponge

New materials developed through the application of special resin compound technologies; both polyolefin-based and fluorinated elastomer-based types are available.

### Use application

- Conveying or cleaning for glass plates or films
- Liquid draining after etching



Selectable porous materials

## Selectable porous materials

Various types of porous materials for industrial applications are provided, making possible a wide choice in pore diameter, material quality, property, and shape.

### Materials

- ① Soft polyvinyl chloride sponge
- ② Polyethylene sponge
- ③ Cellulose sponge
- ④ Urethane foam sponge
- Metal sponge
- Non-woven fabric

## Sintered porous plastic

Featured is a continuous porous material that is sintered and formed out of homogeneous plastic powders such as polyethylene and polypropylene, enabling high-precision secondary processing.

### Features

- Sintered plastic-only powders without use of binders
- Various pore sizes are available in the product lineup.
- Small lot orders are accepted.
- Customized shapes can be manufactured as requested.

### Use application

- Air filters, liquid filters
- Sound absorption, sound-deadening insulation (silencers)
- Impregnation, liquid absorption
- Application material, material for emission, diffuser tube
- Air adsorption, air floating transportation



Sintered porous plastics

## Sintered porous ceramic

Featured is a continuous porous material in which a raw material of high quality ceramic powder has been sintered using inorganic binder, enabling high-precision secondary processing.

### Features

- Usable at high temperatures due to excellent heat resistance
- High thermal shock resistance
- Excellent chemical resistance
- Limited elution of material
- Small lot orders are accepted.

### Use application

- Suction pads, suction plates
- Air filters, liquid filters
- Diffuser tubes, diffuser plates



Sintered porous ceramics

## Liquid filter

A wide variety of filters are available to suit a range of specialized uses. The filters are optimized for high-viscosity liquid filtration and feature long, durable lives.

### Product lineup

- PVA sponge filters
- Non-woven filters
- Wound filters
- Bag filters
- Metal mesh filters
- Metal filters
- Filter housings

### Use application

- Paints, adhesives, solvents
- Electronics industry, semiconductor industry
- Water disposal fields
- Pharmaceutical industry, cosmetics industry
- Food industry, beverages industry



Liquid filters

Filter housings

## Air filter

Our filters are applicable to a wide range of industrial fields. Among them, our cleanable and reusable filters ensure a long working life and have excellent high temperature performance.

### Product lineup

- Heat-resistant metal fiber filters
- Prefilters
- Medium-efficiency filters
- High-efficiency filters

### Use application

- Paint booth, drying furnaces
- Clean rooms
- Buildings, factories
- Gas filters



Air filters

# Functional Polymers and Additives

We provide a wide range of additives and functional resins to give polymer materials and plastics special functions, with a view to contributing to comfort and safety in people's living environment.



## Antimicrobial agents BACTEKILLER, Bactelite

These highly safe inorganic antimicrobial agents inhibit activities of bacteria, fungi, and viruses in housewares used in home living spaces, promoting effective sanitization and more comfortable everyday living. Holding the largest share of inorganic antimicrobial agent sales in the Japanese market, our goal is worldwide sales dominance through diffusion of Japanese-originated Kohkin (antimicrobials) in Asian, U.S., and European markets.



**Bactekiller**

### Product lineup

- Antimicrobial agents (silver-based inorganic antibacterial agent)
- Antibacterial and antifungal agents (inorganic-organic hybrid)
- Antimicrobial masterbatches
- Antimicrobial pastes for inks and paints

### Use application

- Everyday sundries: cutting boards, airtight containers, kitchen sink-related articles, bathroom products, etc.
- Household equipment: toilet seats, modular baths, handrails, drain traps, etc.
- Consumer electronics: refrigerators, air conditioners, washing machines, vacuum cleaners, etc.
- Architectural materials: floor materials, wall coverings, paints, etc.
- Textile products: white garments, sheets, underwear, socks, masks, carpets, etc.
- Others: steering wheels, escalator handrails, hanging straps, etc.



\* "BACTEKILLER" and "Bactelite" are trademarks of Fuji Chemical Industries, Ltd., as registered with the Japan Patent Office.

## Antifoulant CLEAN BELL

This surface property modification masterbatch is produced by adding, blending, and reacting special silicone and an antifouling enhancer with resins. Antifoulant-containing resins strengthen water- and oil-repellent properties, resulting in creation of molded articles with properties of decreased adhesion of stains and improved sliding surface performance.

### Product lineup

- CLEAN BELL masterbatch for PP and PE resins
- CLEAN BELL masterbatch for ABS and PS resins

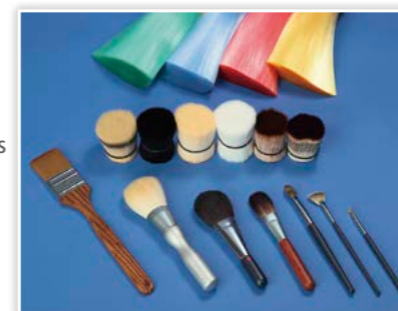
### Use application

- Everyday sundries: cutting boards, airtight containers, kitchen sink-related articles, bathroom products, etc.
- Household equipment: toilet seats, drain traps, etc.
- Consumer electronics: refrigerators, air conditioners, washing machines, vacuum cleaners, etc.
- Architectural materials: floor materials, wall coverings, paints, etc.
- Textile and fiber products: carpets, brushes, etc.
- Others: sliding parts for industrial uses



## Monofilaments for brushes and artificial hair KANEFINE

Special functionality monofilament developed for applications such as toothbrushes, cosmetics brushes, writing brushes, hairbrushes



### Product lineup

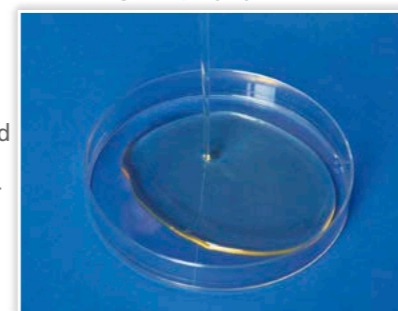
- Nylon 6, 6-10 and 6-12 bristles for brushes (for general purpose and antibacterial purposes)
- Polybutylene terephthalate bristle for brushes (for general purpose and antibacterial purposes)
- Polybutylene terephthalate tapered filament (for general purpose and antibacterial purposes)
- Modified cross section polybutylene terephthalate filament (for general purpose and antibacterial purposes)

### Use application

- Everyday sundries: toothbrushes, cleaning brushes, scourers, etc.
- Cosmetic brushes: animal hair substitution
- Writing brushes: calligraphy, painting, etc.
- Industrial field uses: brushes for painting, food manufacturing industries, etc.

## Antistatic coating FUJISTAT

This is a water-soluble antistatic agent (polystyrene sulfonate) offering excellent thermal, physical, and chemical stability. Outstanding antistatic performance is realized through coating. This agent is useful for paper applications, sludge and scale dispersants.

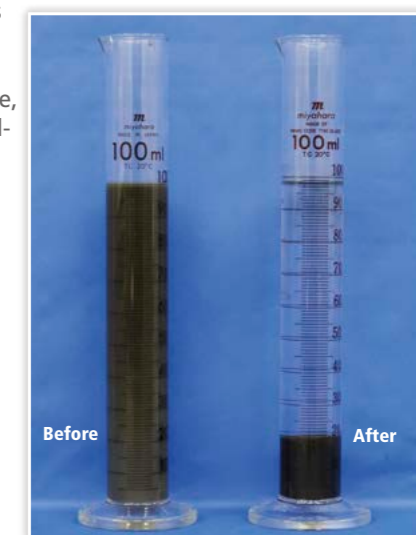


\* "CLEAN BELL," "KANEFINE," "FUJISTAT," and "FUJIFINE" are trademarks of Fuji Chemical Industries, Ltd., as registered with the Japan Patent Office.

## Coagulant for wastewater treatment FUJIFINE

This coagulant exhibits high effectiveness in removing non-ionic substances, and high performance for wastewater treatment of emulsions, being stabilized by polyvinyl alcohol, etc.

Forming coagulations characterized by low water content ratios and effective drainage, it facilitates easy solid-liquid separations.



## Permanent antistatic polymer additives FUJISTAT

This polyelectrolyte polymer provides antistatic performance immediately after being blended with resin and formed. It ensures permanent antistatic- and humidity-independent functionalities due to its ion conductive polymer network formation. Applications range widely from electronic industries through dust prevention.



# Materials for Cosmetics Businesses



We provide sponges, containers, brushes and various other materials for cosmetic enhancement of women's beauty. While proudly manufacturing to "Made in Japan" standards, and fulfilling quality requirements in the Japanese market, we also carry out overseas production in order to effectively respond to customer demand with products that precisely match their needs, based on adherence to the key principles of safety and reliability.

## Cosmetic containers

Various containers are available, ranging from those designed for skincare to others applicable to makeup. We suggest suitable products to perfectly meet your specific requirements.



## Makeup brushes

We suggest added-value brushes and tips providing performance that cannot be matched by animal hair while reproducing the advantages of natural hair.



## Clear boxes and vacuum-molded boxes

Integrated management, from packaging planning through trial production, metal mold creation, and quantity production, enables timely and precise production.



## Cosmetic sponges and puffs

By using our optimal cosmetic sponges and puffs, every woman can brighten up her image.



## Promotional samples

Samples are a vital means of encouraging users to purchase commodities, activating storefronts, and presenting uniquely appealing brand images.



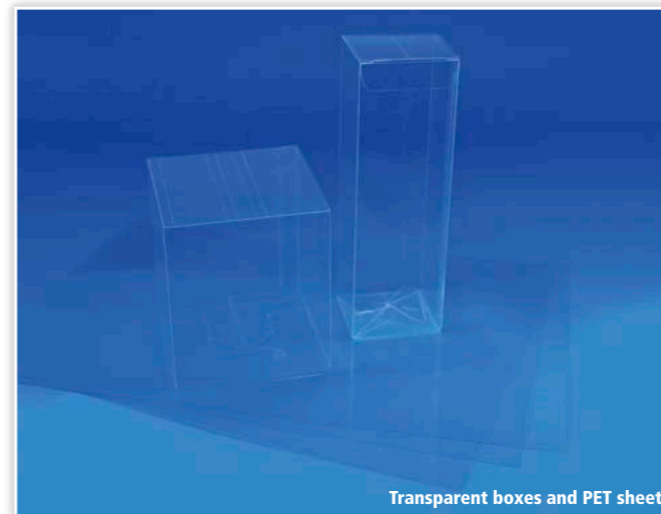
# Package Production Materials



Utilizing innovative, original ideas and unique technology, we provide qualified clear boxes as well as highly functional materials for everyday life and environment-friendly plastics which are usable in every aspect of living.

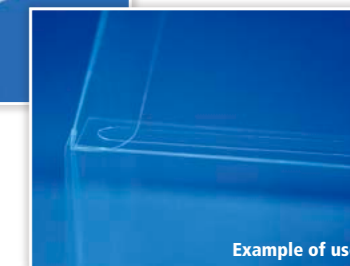
## Amorphous-PET sheets for molding

Cut sheets of amorphous PET are perfectly suited to production of transparent boxes, maintaining excellent workability and securing environmental safety. General-use PET sheets for heat forming are also available.



## Hot-melt adhesives for transparent boxes

Transparent adhesives are best for PET or PP transparent boxes. A wide variety of adhesives for transparent boxes are provided with well-balanced properties of heat resistance and adhesion as well as having high productivity.



# Biodegradable plastics derived from biomass

## Polylactic resin compound Laclier

We have developed resin compounds in which the molding process has been upgraded through additive formulation, focusing mainly on improving the properties of polylactic resin based on lactic acid obtained from corn starch or biomass. We accelerate the biodegradable plastics business with the resin compound.

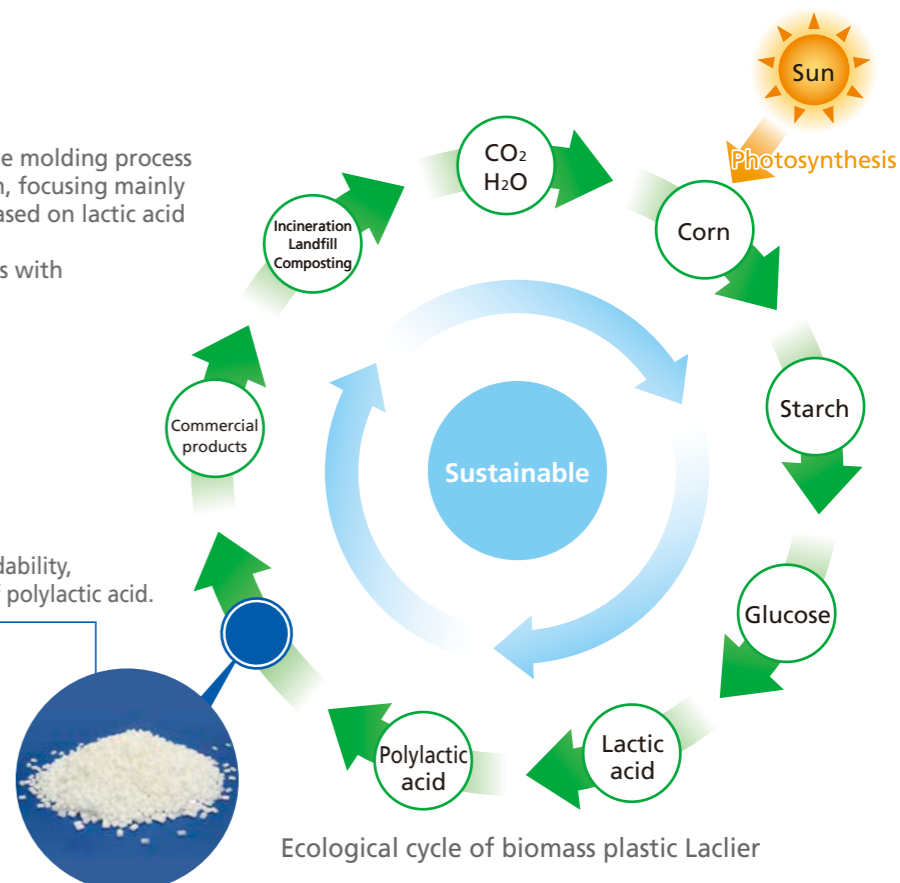
- Compound resin for injection molding
- Compound resin for extrusion molding

Laclier®

Laclier is a plant-derived plastic with improved moldability, maintaining the superior environmental features of polylactic acid.



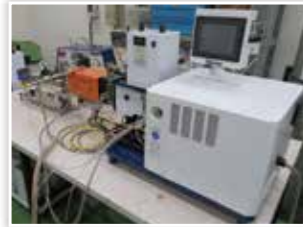
Nets for animal damage prevention



\* "Laclier" is a trademark of Fuji Chemical Industries, Ltd., as registered with the Japan Patent Office.

# Technology Development

The Technology Development Center conducts chemical analyses to check product safety, carries out confirmatory studies and chemical analyses on prototypes provided by users, and implements research and development of new technologies with a view to new product development.



■ **Extruder**  
Disperses powder at high concentrations in a resin while heating and melting, and extrudes the melted resin for pelletization.



■ **Inductively coupled plasma emission spectroscopy**  
Analyzes trace elements of ppb order.



■ **Injection molding machine**  
Creates sample products through injection of molten material into a mold to produce test specimens for assessing workability and performance of polymer additives.



■ **Scanning electron microscope**  
Performs fine structure observation of sample surface.  
■ **Energy dispersive X-ray analyzer**  
Performs qualitative and quantitative analyses of elements in the sample.



■ **Infrared spectrophotometer**  
Performs structure estimation and qualitative analysis of compounds.



■ **Weathering test instrument**  
Evaluates weather resistance of test specimens in a short duration by means of accelerated weathering.



■ **Color meter**  
Performs quantitative analyses of coloring and discoloration by quantifying colors.



■ **Particle size analyzer**  
Analyzes particle size and particle size distribution in powder.



■ **X-ray fluorescence analyzer**  
Analyzes elements in sample qualitatively and quantitatively using X-rays.



# Overseas Market

Fuji Chemical (Shanghai) Co., Ltd., our subsidiary company in Shanghai, China, established in March 2012, has been expanding sales and wholesaling for antimicrobial agents, filters, porous materials, and cosmetics-related items.



## ■ Fuji Chemical (Shanghai) Co., Ltd.

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Dalang Street, Longhua District,  
Shenzhen, P.R.China  
Tel: +86-(0)755-2819-1850



# Corporate Profile

Company name	<i>Fuji Chemical Industries, Ltd.</i>
Established	August 1962
Capital	40 million yen
Major shareholders	Shima Trading Co., Ltd. Kimura Trading Co., Ltd. Bank of Kyoto, Ltd.
Company president	Kentaro Kiyosue
Employees	60
Bank references	Bank of Kyoto, Ltd. Mizuho Bank, Ltd. Sumitomo Mitsui Banking Corporation



# Corporate History



**1962** Fuji Chemical Trading & Co. founded as a sales company for various petrochemical products, oils and fats, resins, etc.

**2004** Acquired part of goodwill from Kanebo Chemical Industries, Ltd. and Muromachi Chemical Co., Ltd., and changed company name to Fuji Chemical Industries, Ltd.

**2007** Fuji Chemical Industries, Ltd. obtained ISO 9001 and ISO 14001 certifications

**2009** Established partnership with BASF, and started overseas operations of antibacterial business

Acquired antibacterial business for coating uses from Sinto V-Cerax, Ltd. and launched as "Bactelite"

**2012** Established Fuji Chemical (Shanghai) Co., Ltd. as a subsidiary in Shanghai, China to develop sales and wholesaling business for antibacterial agents, porous materials, filters and cosmetics-related materials

Acquired water-soluble resin businesses, including those dealing in antistatic polymer additives and wastewater treatment agents from Akzo Nobel K.K. and launched as "FUJISTAT" and "FUJIFINE"

**2017** Inauguration of Technology Development Center with relocation of technical facilities to Amagasaki City