



The hieroglyph in this ad is the origin of the character *hikari* (at left), which in Japanese means to "shine or sparkle" and is also a character in the word "radiance." It is believed to have been inspired by the idea of a person holding a torch above his head, to spread the light in all directions.



## Kuraray envisions a future that's bright with possibility.

Since the 1950s, Poval (polyvinyl alcohol or PVA), a functional resin, has been helping to improve life in many ways. Poval was invented in Germany, but Kuraray was the world's first company to develop technology for mass production of the resin in Japan, initially creating the synthetic fiber *KURALON*. Over the years, Kuraray continued to research the use of Poval as the intermediate material for a wide range of applications. For example, in the construction industry, it is the raw material behind a safe replacement for asbestos. In the textile industry, it's used as a water-soluble binder for weaving fabrics. It is also the base material for the polarized film used in LCD panels, and it forms the inner layer of the laminated safety glass in car windshields and large windows. In fact, Poval is the essential material for the development of so many important Kuraray products, you might say it's our beacon of progress.

Kuraray specialty chemicals can be found in a wide array of products that make the world more efficient and comfortable, including the gas barrier resins used in food packaging and for car fuel tanks, elastomers for household products and sporting goods, man-made leather, dental materials and more. Since its 1926 foundation in Japan, Kuraray has worked to pioneer solutions and results that amaze the world. And through such developments, Kuraray will help to improve the quality of human life and the natural environment.



From TV screens to car windshields and more, the potential of Poval continues to shine.

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