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The hieroglyph depicted in this ad is the origin of the Japanese character *ka* (shown at left), which represents a tree with fruit laden branches. As well as simply meaning “fruit,” it also conveys the ability to accomplish something or to take on a challenge.



## Kuraray's isoprene derivative is like a tree bearing the fruit of many unique products.

With the future of the earth and humanity in mind, Kuraray is developing products that can take the place of precious natural resources. Consider isoprene related derivatives. In 1972, Kuraray began the innovative process of synthesizing isoprene monomers as well as the commercialization of poly-isoprene rubber, an alternative to natural rubber. These developments led to the origin of our Isoprene Chemicals Business.

Commercializing these technologies was not easy, but the rewards were a series of revolutionary products, including *SEPTON*, a thermoplastic elastomer, which combines the advantages of plastic and rubber, and *HYBRAR*, which features superior vibration dampening capabilities. What's more, Kuraray is the world's leading manufacturer of liquid rubber. Those are just a few examples of products and technologies our Isoprene Chemicals Business created by taking on the most difficult challenges. Today these products are in demand around the world.

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, films for liquid-crystal displays, inner layers for laminated safety glass, man-made leather, dental materials and more. Since its 1926 foundation in Japan, Kuraray has provided pioneering solutions that have amazed the world. And through such developments, Kuraray helps to improve the quality of human life and the natural environment.



The easy-to-mold thermoplastic elastomer, *SEPTON* has a wide range of uses.



Liquid rubber is used as a reactive plasticizer in the manufacturing of high-performance tires.

# **kuraray**

[www.kuraray.co.jp/en/](http://www.kuraray.co.jp/en/)