Integrated Global Supply Chain Based on Product Superiority (Vinyl Acetate)

In the vinyl acetate business, one of the Kuraray Group's mainstay segments, we conduct integrated manufacture of a range of high quality and highly cost-competitive products with vinyl acetate monomer (VAM) as starting material, while ensuring stable product supply through a network of production bases around the world.

Strengths of each value chain

Kuraray strengths and strategies

R&D

We promote comprehensive R&D throughout the value chain, upstream to downstream, from raw material monomers to resins, films, and other processed products.

Raw Material Procurement

By increasing the internal production ratio of the base raw material VAM, we have created a framework for stable raw material procurement that also minimizes cost fluctuations.

Manufacturing

We operate production bases in our main regions of the United States, Europe, and Asia, realizing an integrated production system based on stable product supply through our global supply chain and highly developed technical strengths.

Logistics and Distribution

We achieve cost reduction and stable supply by appropriate inventory management through a global product management system, together with increasingly sophisticated logistics.

Marketing, Sales, and Servicing

We use global collaboration to analyze markets, attract new customers, and offer solutions based on concerted Group efforts.

Expanding sustainable products globally. Expansion into Asia in addition to Europe and the United States

By January 2025, five vinyl acetate-related products manufactured by four Group companies at five production bases in the United States and Europe had obtained ISCC PLUS certification, an international certification system for sustainable product supply. We are also in the process of applying for certification at production bases in Asia, and will continue to globally expand the value chain of sustainable products.

Note: Refer to the Global Supply Chain section below.

Global Supply Chain for Vinyl Acetate Business

