

Fulfilling Our Responsibilities Through Business

Responsibility to Customers and Suppliers

Pursuing customer satisfaction —Material System Solution

← P5 CSR Policy ②

Over the years, the Hitachi Chemical Group has cultivated a broad foundation of material, process and evaluation technologies. The Material System Solution (MSS) is a unique business model for helping to solve customer problems by integrating our technology and expertise from wide-ranging business fields.

We assist customers in solving problems by quickly identifying requests related to product development and production processes and freely combining our basic technologies through MSS.

MSS requires the marketing and sales division to grasp the true needs of our customers and to accurately relay that information to the development and

manufacturing divisions. An optimum level of collaboration with the procurement division and other divisions is also necessary. To this end, the Hitachi Chemical Group promotes information sharing and communication with customers and suppliers as well as within the company and among Group companies.

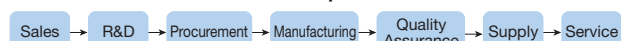
In 1995, we established the Laboratory for Electronic Packaging Materials & Technology to further promote MSS and provide products that meet customer needs on a timely basis and to present proposals incorporating the optimum combination of products and evaluation data, along with any required information on product usage and production processes.

For more information on MSS, please refer to our website.

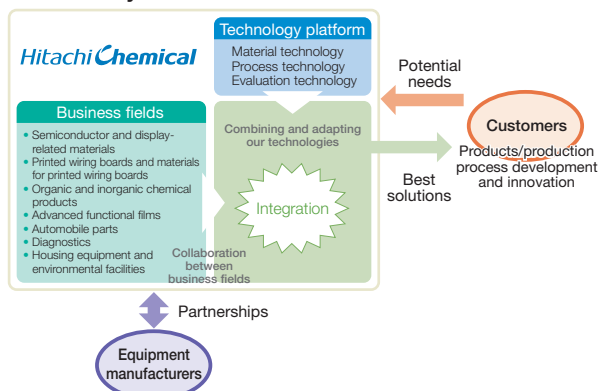
URL <http://www.hitachi-chem.co.jp/english/company/mss.htm>

Material System Solution

Flowchart of general business operations at the Hitachi Chemical Group



Material System Solution



RFID Cards



RFID Tags

Success Story

Development of RFID Cards and Tags with Expanding Applications

The RFID card and tag are an antenna and IC chip incorporated into plastic or other molded products, which enables contactless data transmission. Applications for this technology are increasing in transportation and distribution systems due to its convenience.

In 1999, as a result of the combination of the antenna, lamination, adhesion and packaging technologies we have accumulated over the years, Hitachi Chemical was the first in the industry to sell prepaid cards for data transmission. In terms of RFID tags, we became the primary manufacturer for tag products using the μ -chip “myu-chip” (2.45 GHz frequency range RFID) based on an agreement signed with Hitachi, Ltd. in May 2007, and will seek to further expand the business.

The RFID card and tag business is a perfect example of our Material System Solution that responds to the expectations of customers and society through partnerships both inside and outside the Group.

The Hitachi Chemical Group will actively develop our Material System Solution in various industrial fields, which are evolving with each day, to provide valuable products for our customers.