

Fulfilling Our Social Responsibilities Through Business

Responsibility to Customers and Suppliers

Pursuing customer satisfaction

← P12 CSR Policy ②

The Hitachi Chemical Group deploys a Material System Solution (MSS) in its pursuit for customer satisfaction. MSS is a unique business model for helping customers solve problems by integrating our wide-ranging technology and expertise, including the material, process and evaluation technologies, which the Group has cultivated over the years.

MSS requires the marketing and sales division to grasp the genuine 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.

We set up the Laboratory for Electronic Packaging Materials & Technology dedicated to proposing solutions which incorporate the best possible combination of products, information on product usage, production processes and evaluation data.

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

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

Pursuing quality in the manufacturing process

← P12 CSR Policy ② ③

The Hitachi Chemical Group established its Quality Assurance Principles in 1988 based on the concept that quality takes absolute precedence in *Monozukuri* (product design, manufacturing and improvement), an approach that emphasizes the importance of satisfying customers, winning their trust and contributing to society. In line with this principle, we secure stable product quality through continuous quality improvement in every stage, from design and development to prototyping and mass production.

We maintain ISO 9001 certification at our major production sites and obtained TS 16949* certification for some products in 2007 in response to customer demand. At the same time, each sales office seeks to research and understand the quality conditions of delivered products and customer needs, and shares this feedback with the development and manufacturing divisions.

* TS 16949: International quality management standard for automobile components

Repairing electric stoves for mini-kitchen units —To ensure product safety

Electric stoves mounted in mini-kitchen units sold by Hitachi Chemical from April 1984 to September 1988 could be unintentionally switched on with an inadvertent touch or by coming into contact with another object, possibly causing combustible material placed on or near the stove to smoke or ignite.

The company has been repairing units of this model since 1988 to address this issue. Nevertheless, one or more accidents involving unrepaired products did occur. Therefore, Hitachi Housetec Co., Ltd., which used to be a Hitachi Chemical subsidiary, together with other member companies of the Conference on Electric Stove for Mini Kitchen Unit, announced the problem in newspapers and set up a dedicated body to promote repairs. As a result, the rate of listed units reached 98.0% with a repair rate of 92.3% as of the end of March 2008. We will continue to work toward 100% repair, while strengthening our efforts to ensure product safety.

Control and information disclosure of chemical substances

← P12 CSR Policy ② ③

The Hitachi Chemical Group is working on eliminating and reducing hazardous chemical substances, developing alternative technologies and reinforcing its management system as part of the responsibilities of a company handling chemical substances (see p. 33–35).