

# Responsibility to Customers and Suppliers

## Pursuing customer satisfaction

### P16 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 the 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.html>

## Pursuing quality in the manufacturing process

### P16 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 are pursuing measures to further enhance the level of quality control by adopting methods such as SPC and FMEA, required by ISO/TS 16949\*, into our quality management system. At the same time, each sales office seeks to research and understand the quality conditions of delivered products and customer needs, and relays this information to the development and manufacturing divisions.

\* ISO/TS 16949: Particular requirements for quality management of automobile components