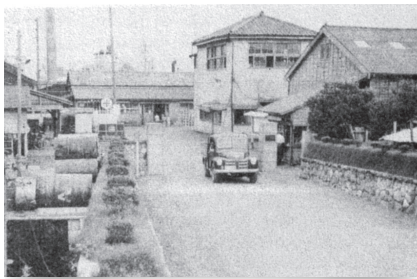


We Listen to Customers' Voice and Propose Solutions through the Production of Valuable Products

Founder Yoshihiro Takahashi thought “we all wish our lives to be surrounded with our favorite colors.”
To realize customers’ desire to add colors to their lives without limitation, we have promoted research and development.

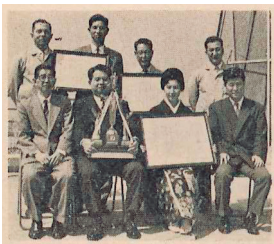
Established Aiming for Domestic Production of Pigments

Before World War II, out of concern that pigments largely relied on import, Yoshihiro Takahashi founded Saika Ganryo L.P. in 1931 with the aim of realizing the domestic production of pigments. The founder started up research and development of pigments with the recognition that pigments need to be easier to use in order them to be disseminated. In 1944, acquiring two other companies in the same industry, the company name changed to Dainichiseika Color & Chemicals Mfg. Co., Ltd., which became the basis of the company today.



Permeated in the Domestic Markets with Improved Technological Development and Production Structures

After World War II, we restarted operation with three pillars of its postwar plan: Research and development on “synthetic resin colorant,” “pigmented printing agent” and “mass colorant for chemical-based fibers and synthetic fibers.” Although other companies in the same industry were proactively introducing overseas technologies, we were persistent on domestic production and proprietary development of pigments. By 1953, we have already set up the three R&D pillars, and in 1968 Iwata Production Plant (currently Tokai Production Plant) was constructed, which was the start of our full scale presence in the domestic markets.



Using Our Domestic Production Technology to Expand into Overseas Markets

Amid increased overseas launching of Japanese corporations in the 1980's and 1990's, we expanded its business area to meet customers' needs. Currently we have 19 sales and production bases in 13 countries and regions, building a business structure that can respond to development needs of customers worldwide.



Pursuing Improvement of Functionality in Response to Customers' Requests

The demands from our customer today range from the development of colors that meet customers' requests to new technology for environment-friendly products and improvement of user convenience. We have established our R&D and production structures in response to customers' diverse needs, and strive for further growth as a chemical product manufacturer.

