# We Listen to Customers' Voice and Propose Solu tions 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.





1931 Founded Saika Ganryo L.P.



Founder Yoshihiro Takahashi

### 1938

Began full-scale production of milori blue, chrome yellow, fanal pigment, and azo pigments.

Company renamed Saika Shikiso Kogyo Co., Ltd.

#### 1944

Acquired two other companies in the same industry and changed company name to Dainichiseika Color & Chemicals Mfg. Co., Ltd. Entered the offset ink business

#### 1948

Developed and launched colorants for polyvinyl chloride (PVC). Entered the plastic colorant business



Head Office at

### 1950

Developed and launched vinvl inks. Entered the gravure ink

#### 1953

Entered new business: mass colorants for synthetic fiber and woven fabric printing.

#### 1955

1950

Brought colorants for olefin resins to market.

1960

Entered the polyurethane business.

#### 1969

1967

Shares listed on First Section of the Tokyo Stock Exchange



completion of phase 1 construction

### 1972

Established Dainichiseika (HK) Co., Ltd.

#### 1974

Established Tai Chin Chemical Industry Co., Itd.

### 1975

1970

Announced CCM technology for plastics.

Entered the UV curable

coating agent business.

Established Sambo Fine

Chemicals Mfg. Co., Ltd.

Established Esta Fine

Color Corporation.

## 1990

# 1980



1989

Established Plalloy MTD. B.V. Established Dainichi Color (Thailand), Ltd.

#### 1994

Established Daicolor Italy

#### 1985

1984

S.R.L.

Entered the natural polymer business.

#### 1988

Established Hi-Tech Color

### Established Shanghai Mitsui

#### Plastic Compounds Ltd. 1995

#### Established PT. Hi-Tech Ink Indonesia

1997

Established Dainichiseika

(HK) Colouring Co., Ltd.

Established Dongguan Dainichi Chemical Manufactory Co. Ltd.

### 2000

#### 2005

2003

Established Daicolor

Shanghai Mfg. Co., Ltd.

Established Dainichi (Shenzhen) Trading Ltd.

### 2006

Established Dainichi Color Vietnam Co., Ltd

### 2010

#### 2008

Established Dainichi Color India Private I td.



#### 2013 Established DM Color Mexicana S.A. de C.V.



#### 2016

Converted AEOLIAN Corporation into a subsidiary

Established Bando Production Plant.

## 1940

1931

03 Dainichiseika Color & Chemicals Mfg. Co., Ltd. Corporate Profile