

# A Chemical Manufacturer That Offers Color and Brings Ideas to Life



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President & Representative Director

Dainichiseika Color & Chemicals Mfg. Co., Ltd. was founded in 1931 as a pigment manufacturer and we have been quick to take notice of global technological innovations ever since. Based on our unique technologies, we have produced printing inks, colorants for plastics and resins throughout the 80-some years of our corporate history.

Color is an indispensable element in human lives. Henceforth, we will enhance and fuse core synthesis, dispersion and processing technologies focusing on pigments and resins and provide attractive colors to various materials. In addition, we will launch new innovative initiatives as well as create and propose new values not only for electronic equipment such as displays but also for 5G (fifth-generation mobile communications standards) and in an ever-evolving IT society with autonomous vehicles at the forefront.

One of our corporate philosophy is “Have an interest in the future”. The future is making improvements to what has been handed down from our predecessors and connecting it to the next generation and even to our children or the generation thereafter. In order to make the connection to the future amid current changes in the demand structure, we must not forget “monozukuri”, i.e. manufacturing with consideration to SDGs, which leads to solution of different problems in society. We will once again revisit the starting point of SDGs, reflect on the ideals of business and implement new ideas as we engage in business activities next year which is our 90th anniversary and further into the future for our 100th anniversary.

— Dec.2020

## Corporate Philosophy

- Have an interest in people
- Have an interest in something new
- Have an interest in the future

## Precept

Man is interesting,  
then customers as well as companies are constituted of such men.  
All the economic principles and the management theories are based upon human behavior pattern.

Have an interest in people.

New things always excite us to expectation.

Customers, marketplaces are dug up with technical innovation & product development, which makes people active.

Have an interest in something new.

It is pleasant to imagine the future.

The future is in favor of children.

Thinking of the future, we know companies as well as people shall not live all alone.

Without customers' growth, albeit some profit is brought to us, it would never last long.

In consequence, neither we nor companies can keep alive unless admitted into the society.

Have an interest in the future.

Meanwhile, we have kept a business creed “Full Achievement” established in 1968. Being proud of this traditional creed, we shall abide by it along with the corporate philosophy set forth.

## Our business creed, “Full Achievement”

Under our business creed “Full Achievement”  
each of us shall set to work with modest pride as a member of  
Dainichiseika group taking on the responsibility for Color-Age<sup>\*1</sup>.

- Work always to be achieved with aiming at the end.
- Pursue the opportunities of expanding our products to the world with good knowledge of products.
- Enhance the trust of our company through business or products.
- Have an opportunity to always cultivate ourselves, and to deepen reflection as a member of society.
- Make Dainichiseika group the most valuable company by performing services for the society through business.

\*1 Color-Age : A word coined by the founder of Dainichiseika, which implies a prosperous times led by color technology.