



■ Initiatives with Our Customers

The Nippon Kayaku Group continually strives to develop sound products and services that are both safe and reliable in order to provide the best possible solutions to its customers around the world.

Medical Information Service Center and Securing Customer Trust

The Medical Information Service Center receives toll free calls from patients and medical professionals with various questions relating to our pharmaceuticals and medical devices, such as anti-cancer drugs, treatments for autoimmune diseases and intravascular embolic materials. Staff at the Medical Information Service Center carefully and accurately respond to each inquiry to ensure that all of the products supplied by Nippon Kayaku are of the highest possible quality. We also conduct surveys to check whether our response meets the expectations of the customer as part of our continual improvement initiatives. Additionally, staff work with medical representatives (MRs) that visit medical facilities to ensure they can provide information that is beneficial to patients, while customer requests and opinions are proposed and reported to each relevant department in charge within the company. The Medical Information Service Center is committed to improving medical care under the slogan "provide proper usage information and improve customer satisfaction in all situations."



Medical Information Service Center

Dyeing Workshop

In February 2015 Nippon Kayaku held the 4th Dyeing Workshop in Tokyo for people from the dyeing industry. This year's workshop featured a presentation by the person in charge of market development and sales with the Color Chemicals Division that discussed dyeing methods using pigments, basic knowledge of colors, proposals for solutions to working level issues, and the latest trends and impacts from various laws and regulations affecting the industry. The purpose of the workshop is to educate participants on dyeing, broaden networks within the industry, share common issues and discuss solutions to these issues. In recent years, there has been very strong interest internationally in Japan's newest dyeing technologies, which resulted in active discussions with regard to global business expansion.



Diazinon Granules 5 formulated with applicable crops in mind

Half a century has passed since the Agrochemicals Business began marketing one of our mainstay products, Diazinon 5% Granules. On this milestone, we changed the product packaging from the conventional paper bag to a laminated bag. This makes the packaging more visible and it makes it easier to see the directions of use by crop and insect pest combinations. In addition, this new design and material reinforces the bag's impermeability.

Going forward, we will continue to work hard toward making Diazinon Granule products more familiar to all users because of their broad range of applications for crops as well as soil pests and other insects.



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