
Nippon Kayaku's CSR

CSR Action Plan

The Nippon Kayaku group pursues CSR management through the KAYAKU spirit. Here we introduce our CSR Action Plan coordinated with our business activities. From FY 2010, we have reformatted the information into a chart that clearly illustrates the functions of the PDCA cycle.

CSR Philosophy
Continuing to provide the best products to society
through the combined force of technological
innovations and our consciences

Best products

Fulfilling the needs of society is part of fulfilling our social responsibility. Accordingly, our definition of "best products" encompasses Nippon Kayaku Group's commitment to provide products that will best meet the needs of, and provide value to our society. And, we are conscious of the fact that it is the customer (or society), not us, that decides whether a product is "the best."

Technological innovation

There is no question that technological innovation is vital to a manufacturer. At organizations such as Nippon Kayaku Group, where there are multiple lines of business, technological innovation can come in the form of integrating technologies across different lines of business. Leveraging such advantage is our way of utilizing technological innovation to provide the "best products" to society.

Our consciences

At Nippon Kayaku Group, our conscience is summarized in KAYAKU spirit. It embraces our commitment to listen to the valuable opinions of our customers, to insist on only the best products, to be proud of our 90-plus-year history, and to fulfill our responsibility as an organization and as individual members of society.

- [Action Plan](#)