



— 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.

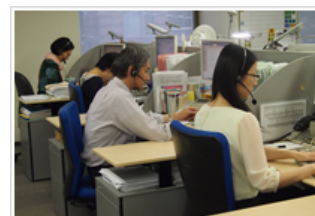
Medical Information Service Center and Securing Customer Trust

The Medical Information Service Center handles a variety of different inquiries on our pharmaceutical products and medical devices from physicians, pharmacists, distributors, patients and the general public.

To ensure that pharmaceuticals and medical devices supplied by Nippon Kayaku are of the highest possible quality, the Medical Information Service Center carefully and accurately responds to each and every inquiry under the motto of conveying the right information on proper usage. Surveys are given to healthcare practitioners to check whether our response meets customer expectations and the results of these surveys are used to make modifications and improvements. The Medical Information Service Center works closely with medical representatives (MRs) that visit healthcare facilities to deliver information that benefits patients. It also reports feedback and requests from customers to individual departments in charge internally.

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."

Covering all
80
products
(As of March 2014)



Medical Information Service Center

Dyeing Workshop

In January 2014 Nippon Kayaku held the 3rd 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 dying technologies, which resulted in active discussions with regard to global business expansion.

