

Relationship with Customers

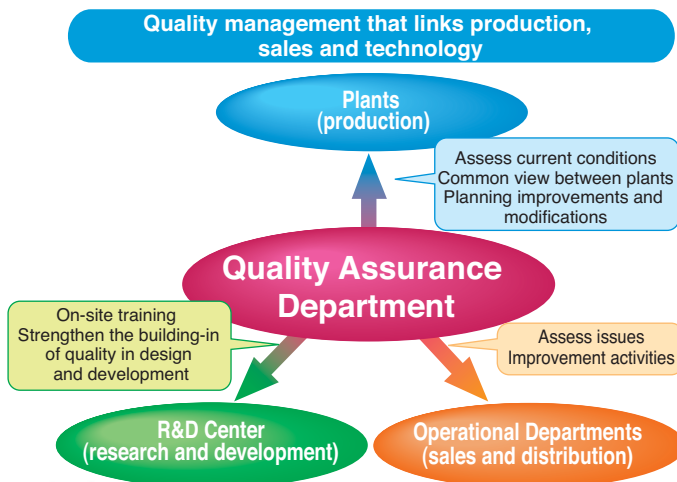
Quality Assurance

Article 4 of "ZEON's Seven Articles" states that "ZEON delivers products that satisfy our customers". We put this into practice by providing a reliable supply of products that satisfy our customers.

Quality Management

We are working to continue strengthening the links between the plants, operational departments and research units (R&D Center) in order to improve quality management on a company-wide basis and create an integrated organization for production, sales and technology.

The Quality Assurance Department at head office maintains close communication with the quality assurance units at the plants in order to solve any issues that arise at the plants. The Quality Assurance Department works continuously to identify the causes of defects, evaluate the suitability of countermeasures and resolve issues from a customer perspective in order to reduce any ongoing problems in production processes that have the potential to lead to claims affecting production sites across the group with the ultimate aim of reducing customer claims to zero.



Quality Assurance Mechanisms

In order to ensure the reliable supply of high-quality products to our customers, we have implemented various quality assurance mechanisms based on the ISO9001 international standard for quality management systems.

Chemicals and Product Safety

Considering the safety of the products we deliver to our customers from the design stage, we take active measures to ensure the supply of safety information such as handling procedures and hazard and toxicity information so that appropriate safety precautions can be taken when using the products.

World-wide Product Safety Activities Including Reviewing the Safety of Chemical Substances

We are actively involved on a voluntary basis in the following research and evaluation programs on hazardous chemical substances, their safety and their effect on

Status of ISO9001 Accreditation

At ZEON, all four plants and the operational departments hold current accreditation under ISO9001. At our affiliates, ISO9001 certification registration has been performed primarily for production departments. Further, some affiliates have undertaken combined audits that include assessment under ISO14001 (environment management systems) as they move to adopt comprehensive management systems. A table listing our current ISO accreditation status is given at the end of this document.

Main mechanisms supporting quality assurance at ZEON

Mechanism	Objective
Mechanism for developing policy	Mechanism for identifying the issues at each organizational layer based on the President's policy, and then carrying out the required measures.
Mechanism for management planning and review	Mechanism for continuous improvement in the organization's quality management whereby unit managers (plant managers and operational department heads) evaluate the level of achievement in relation to the issues in each organizational layer and identify strategies for the next round of improvements.
Design reviews for the design and development of products	Mechanism for reviewing whether each stage of the product design and development process is being performed appropriately.
Mechanism for product safety evaluations	Mechanism for performing a multifaceted safety check for the product in which product safety is evaluated at all stages, from initial research through product sale and ultimate disposal.
Mechanism for modification management	Mechanism for preventing problems before they occur by establishing rules relating to process modifications associated with product improvements and so on.
Mechanism for dealing with abnormal situations	Mechanism for eliminating quality problems by pinpointing the causes of process abnormalities in production equipment and removing the cause to ensure the problem never recurs.
Mechanism for dealing with complaints	Mechanism for responding quickly and openly to customer complaints and improving quality by preventing recurrence.
Mechanism for internal quality monitoring	Mechanism for internal monitoring whereby staff monitor each other to ensure that the company's quality management systems work efficiently and effectively.

the environment, including ongoing funding and information provision.

(1) We perform our own safety evaluations through participation in the HPV Initiative.

- We sponsored the registration of one compound under the Japan Challenge Program and submitted a safety information collection report.

- In association with European and American counterparts, we participate in a consortium (HSJP) of companies producing hydrocarbon solvents to collect safety-related information.

- HPV (High Production Volume) Initiative: An initiative for assessing the hazards of existing chemical substances that are produced in high volume.

- Japan Challenge Program: A joint initiative between the Japanese Government and industry for collecting and publishing safety information on existing high production volume chemical substances.

- HSJP (Hydrocarbon Solvent Japan Panel): The domestic panel of the IHSC (International Hydrocarbon Solvent Consortium)

(2) We give our approval and provide ongoing financial support to the Long-range Research Initiative (LRI) for research into the effect of chemical substances on health and the environment which is proceeding with cooperation from chemical industry bodies in Japan, the USA, and Europe (Japan Chemical Industry Association, American Chemical Society, and European Chemical Industry Council).

- LRI: Long-range Research Initiative

(3) We support investigation into understanding and countering the environmental impact of synthetic rubbers through participation in the Far East subcommittee of IISRP.

- IISRP: International Institute of Synthetic Rubber Producers

Domestic and International Chemical Regulations

(1) Progress on complying with European Union REACH rules

The EU's (European Union) new REACH regulation for the management and regulation of chemicals went into force on June 1 2007, with pre-registration closed on November 30 2008. The requirements imposed by the regulation include that all products imported into the EU be registered on a substance-by-substance basis and that safety information be supplied throughout the supply chain. ZEON Corporation has initiated a number of measures aimed at complying with the REACH regulation including submitting provisional registrations for affected substances and participating in the Joint Article Management Promotion Consortium to establish appropriate mechanisms for providing information along the supply chain.

- REACH regulation: EU rules for the Registration, Evaluation, Authorization and Restriction of Chemical Substances

- Joint Article Management Promotion Consortium (JAMP): A consortium of upstream and downstream businesses (manufacturers of materials, parts, finished products, and so on) dedicated to creating concrete frameworks for the administration and disclosure of product chemical content information.

(2) Support for green procurement

The RoHS directive prohibits the use of some substances and conducts checks on the substances contained in products on the stage of the raw materi-

als purchasing. In addition to establishing mechanisms to ensure the supply of products that do not contain specific substances that have been prohibited by the customer or by laws such as the RoHS directive, ZEON also works actively to promulgate information about what substances are contained in our products.

- RoHS directive: This stands for the restriction of the use of certain hazardous substances (An EU directive that limits the use of specific toxic substances contained in electrical and electronic products.)

Other Initiatives Relating to Chemicals and Product Safety

(1) Implementation of product safety reviews

We strive to ensure product safety from every possible perspective by conducting reviews using checklists we formulated that consider product safety at every stage of the product lifecycle from initial research through development, manufacturing, sales, to disposal. Five risk assessments were conducted during the 2008 year.

(2) We publish MSDSs for all products

Information regarding product safety is supplied to customers in the form of MSDSs (Material Safety Data Sheets). ZEON has published MSDSs for all our products and a portion of waste materials, not just for the hazardous materials required by law (notifiable substances under the Occupational Health and Safety Act, substances specified in the Pollutant Release and Transfer Register (PRTR) Law, and toxic substances under the Poisonous and Deleterious Substance Control Law).



MSDS

(3) We are considering unified management of chemical substances

We have initiated study into the use of IT to perform unified management of chemical substances with objectives that include [1] sharing information about chemical substances, especially products and raw materials handled within the company, [2] more precise promulgation of MSDSs and other forms of safety information for chemical substances, and [3] being able to respond quickly to new domestic and international regulations relating to chemical substances through unified management of the substances contained in products.

Message
 CSR at ZEON Corporation
 Engagement with society
 Respect for the individual
 Environmental activities
 Site Reports