

## **ZEON Kasei Co., Ltd. and Maeda Road Co., Ltd. Jointly Develop Asphalt Road Snow Melting System**

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November 17, 2004

ZEON Kasei Co., Ltd. (President: Takao Fukushima) a wholly owned subsidiary of ZEON Corporation (President & CEO: Naozumi Furukawa) has successfully developed the Snow MZ System with an electric snow melting method for asphalt pavement, achieving high snow melting efficiency and a short installation period, jointly with Maeda Road Co., Ltd. (President: Masatsugu Okabe), a leading civil engineering company, and has started the marketing of the system.

Seventeen years ago, ZEON Kasei Co., Ltd. began developing a linear surface heating element, an original technology in which exothermic conductive wires are weaved into textiles applied in heated futons, floor heating, and other products, making the most of these features: (1) good heating efficiency; (2) uniform heat generation capability; and (3) since exothermic conductive wires are arranged in a parallel structure, the decline in performance due to wire breakage is smaller.

Snow MZ Sheet was developed by combining this linear surface heating element and Super Sheet, Maeda Road Co., Ltd.'s special asphalt laminated sheet. Because the heating elements are made in the form of a sheet, it is easy to handle and drastically shortens installation work period compared to other electric heat wire systems as well as allowing quick installations, completed in only one day in some cases. Also, the enhanced snow-melting efficiency, which is achieved by blending infrared crushed stones for paved surfaces using an asphalt mixture technology from Maeda Road Co., Ltd., reduces power consumption and thus conserves energy.

Maeda Road Co., Ltd., which is in charge of sales and installation of this system, will begin selling it in the Tohoku region in 2004 and plans to expand sales to the Hokuriku region and Hokkaido in 2005.



Installed Snow MZ System

 **For further information**

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