



Zeon's New Capacity of SSBR in Singapore

December 22, 2010

Zeon Corporation (Naozumi Furukawa - President & CEO) has announced the new construction of Solution Polymerized Styrene-Butadiene Rubber (SSBR) plant in Singapore. The plant location, Singapore, has been selected in view of 1) Suitable surroundings for the synthetic rubber production, 2) Availability of Butadiene long term basis, and 3) Accessibility for the market.

As worldwide concerns on environmental protection grow, it is anticipated that the regulations as to energy saving on automobiles and carbon dioxide emission will be becoming more severe for the future. Under this situation, fuel-efficiency is regarded as one of the most important functions for the tire application, and the fuel efficient tire market is expanding accordingly. Introducing "Tire Labeling System" accelerates this stream even quicker too.

Zeon is a pioneer of the high performance SSBR development in the world and its most advanced products give tire a high plane of balance of two conflicting key functions, low rolling resistance and good wet grip. Zeon's SSBR, which is designed to be suitable for Silica compound, wins great customers' confidences worldwide indeed. Zeon continues developing new products that meet the customers' demands to improve total performance including fuel efficiency and supply sufficient volume customers require as well.

Zeon pursues the high performance on SSBR with its original and innovative technology, which has been cultivated through long term experiences in the rubber industry, in order to meet every expectation from the global market and society.

New Zeon SSBR Plant

Location: Jurong Island, Republic of Singapore
Capacity: Phase 1 30,000 - 40,000 mt/year
Phase 2 30,000 - 40,000 mt/year(additional)
Process: Solution Polymerization
Product: SSBR & BR
Start of production: July, 2013

 **For further information**

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