



[Home](#)> [Press Release](#)> [Press Release \(2014\)](#)> Zeon Chemicals Singapore Begins Full-Scale Commercial Production of SSBR

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April 14, 2014

ZEON CORPORATION (President: Kimiaki Tanaka) has begun full-scale commercial production of solution polymerized styrene-butadiene rubber (SSBR) at the plant of its subsidiary Zeon Chemicals Singapore Pte. Ltd. (President: Hiroyuki Hirakawa) on Jurong Island, Singapore. A ceremony to mark the completion of the plant was held at the site on April 11, 2014.

SSBR is a synthetic rubber used in fuel-efficient tires. Market demand for this raw material is expected to grow rapidly due to increasing environmental awareness around the world and new labeling regulations for tires in Japan and other countries. To address this growing need, ZEON constructed a new manufacturing plant in Singapore where it has been increasing its production of SSBR. The plant began partial operations in September 2013 and work to enhance product quality and stabilize operations has been underway. Having received high marks on quality from our customers inside and outside Japan, full-scale commercial production at the plant has started.

The ZEON Group views Singapore as an important location for its future operations and will continue to develop its business there.

Overview of the Completion Ceremony

The plant tour and ceremony that took place on April 11 was attended by guests from the Economic Development Board and JTC Corporation of Singapore, officials from the Japanese Embassy in Singapore, and representatives from other organizations. From the ZEON Group, Chairman Naozumi Furukawa, President Kimiaki Tanaka and about ten other members attended.

Outline of the New Plant

Company name: Zeon Chemicals Singapore Pte. Ltd.

President : Hiroyuki Hirakawa

Location : Banyan Drive, Jurong Island, Republic of Singapore

Products : Solution polymerized styrene-butadiene rubber (SSBR), butadiene rubber (Li-BR)

Capacity : 30,000–40,000 mt/year (Phase 1)



 **For further information**

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