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Zeon to reinforce supply system for high-grade S-SBR for fuel-efficient tires

Zeon Corporation

Zeon Corporation (Zeon; head office: Chiyoda-ku, Tokyo; President and CEO: Tetsuya Toyoshima) will boost production of high-grade solution-polymerization styrene-butadiene rubber (S-SBR), mainly used for fuel-efficient tires, through the installation of production facilities for high-grade products at its plant in Singapore, thereby reinforcing its dual-site supply system for S-SBR, consisting of its Singapore plant and the Tokuyama Plant in Shunan City, Tokuyama Prefecture, Japan. A facility upgrade for high-grade product manufacturing at Zeon Chemicals Singapore Pte. Ltd. (ZCS; Jurong Island, Singapore; Managing Director: Koichi Asano) was recently completed, and following a test production phase, commercial production will begin in 2026. With the combined annual capacity of 125,000 tonnes of S-SBR at its Tokuyama Plant and ZCS, Zeon aims to become the best owner of S-SBR in the market by raising the ratio for high-grade products that significantly improve the wet grip, rolling resistance, and abrasion resistance of tires.

Zeon began producing S-SBR at its Tokuyama Plant in 1986, and together with the ZCS plant, which came online in 2013, it currently produces S-SBR at two locations. S-SBR is a synthetic rubber that contributes to greater fuel efficiency in automobiles through advanced control of molecular structure.

In addition to enhancing fuel efficiency, S-SBR also helps prevent air pollution due to its improved wear resistance that generates less dust. For these reasons, Zeon has certified S-SBR as a SDGs Contribution Product* and is endeavoring to promote its development, manufacturing, and sales.



S-SBR

Zeon's strength in S-SBR lies in its technology that enables advanced control of molecular structure and superior terminal modification technology. By starting production at ZCS alongside the Tokuyama Plant, which already produces high-grade S-SBR, Zeon intends to build a robust global supply system and add higher value to its S-SBR business.



ZCS plant

Zeon is committed to resolving global and social issues by providing original technologies, products, and services, such as S-SBR, to achieve its corporate philosophy of "Contributing to the preservation of the Earth and the prosperity of the human race."

*See related press release dated May 31, 2024:

[Zeon launches the SDGs Contribution Product Certification program](#)

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