

# Moriroku: Committed to sustainable, innovative chemical solutions

The 350-year old business is a “true solutions provider” for the automotive segment.

The chemical industry – Japan’s second largest manufacturing segment behind transport machinery – is perhaps not an area of the economy synonymous with environmental friendliness. But that is a perception Moriroku Holdings is determined to change.



“When you think of the stereotypical image that many have of chemicals, it is most likely not a positive one. However, what we value the most is the environment,” says Takashi Kurita, president of Moriroku Holdings. “There is a concern with ocean pollution, bio-plastics in particular. Since

our responsibility is to not negatively impact ocean pollution, we use lots of raw material for our plastics. We not only recycle but we always find a way to reuse any scraps or waste.”

As such, the president says the company is incorporating environmental, social and governance (ESG) criteria into its management practices with a view to improving environmental performance and ensure it contributes to the sustainability in every country it operates.

From humble beginnings, Moriroku can trace its roots all the way back to 1663, when it traded in indigo and manure. Fast forward to today, and Moriroku is a Group of companies that manufactures, exports and sells chemicals and synthetic resin products for international markets, with automotive businesses being its main customers.

“In 2017, we became a 350-year-old listed company which was a huge milestone for us. In the same year, we started working with Volkswagen in Mexico. This was our first time working with a European company, but since our listing we have been expanding to work with other European companies. We are now



Takashi Kurita, President, Moriroku Holdings.

starting our second model with Volkswagen at its Mexican plant.”

Specializing in the manufacture of injection parts for both the interior and exterior of automobiles, Mr. Kurita says the company’s main strength is that it is a true solutions provider.

“From a technical point of view, we offer R&D to our clients, we don’t simply ask for an opportunity or follow their lead exactly. We focus on specializing in this innovative technical development to make effective solution proposals for our customers.”



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