

**Kuraray PVB Division now called
"Advanced Interlayer Solutions" Division
Kuraray aligns glass interlayers business to be significantly
more innovative**

The Japanese Kuraray Group is aligning its glass interlayers segment in a significantly more innovative and solution-oriented way. This can be seen in the new business name "Advanced Interlayer Solutions" for the automotive and architecture market segments and beyond. The new name reflects the Group's passion for innovation and continuous improvement. "Advanced" means not standard, but rather the motivation to improve our own performance to the satisfaction of our customers and to offer them a competitive advantage. "Interlayer" defines the entire business for glass interlayers: Trosifol® PVB, SentryGlas® Ionoplast, and Trosifol® Spallshield® CPET®. "Solutions" stands for problem solving and innovation - both with products and services.

It fits well with Kuraray's corporate mission statement that Kuraray is committed to developing new fields of business using pioneering technology that improves the environment and enhances the quality of life throughout the world - for people and the planet—to achieve what no one else can.

Overall, Kuraray wants to position itself more strongly as an innovative solution provider with pioneering technology that

creates and inspires new functionality of glass through collaboration with customers and leading glass designers.

This realignment is reinforced by an additional new department, which started work at the beginning of the year and is active for all Kuraray business units: the global "Innovation Networking Center" (INC). The INC aims to drive innovation in a very different way than before: With global, cross-business and cross-functional teams and close to customers and market needs. These specialists are to identify and leverage synergies across departments - to the benefit of all Kuraray activities.

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Photo capture:

IMG_5067.jpg: Kuraray production site in Troisdorf/Germany with typical Japanese cherry blossom, the traditional symbol for beauty, departure and transience.

(photo: Kuraray Europe GmbH / Rainer Hardtke)

Kuraray is the leading global producer of PVB and ionoplast interlayers for laminated safety glass applications in the architectural segment. With the biggest product portfolio worldwide, Trosifol offers outstanding solutions:

- Structural: Trosifol® Extra Stiff PVB and SentryGlas® ionoplast films

- Acoustic: Trosifol® SC Monolayer and Multilayer PVB films for sound insulation
- Films for UV control: Trosifol® UV Extra Protect, Trosifol® Natural UV and SentryGlas® Natural UV - from complete UV protection to natural UV transmittance
- Trosifol® UltraClear PVB film with the lowest yellowing value in the industry
- Decorative & design: Black and white, color and printable interlayers

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<http://www.trosifol.com>

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