



**Asahi  
Hot Melt  
System**

**Asahi Chemical Synthetic co.,LTD.**

1-12-15, Azukizawa, Itabashi-ku,

Tokyo 174-0051

Phone: +81-3-3966-7401

<http://www.asahimelt.com>



Asahi Chemical Synthetic Co., Ltd., as a manufacturer specializing in adhesives, has a versatile product lineup that will meet the needs of any of its customers.

### A pioneer in the field of hot melt adhesives

Since its establishment in 1952, Asahi Chemical Synthetic Co. has been devoting itself to adhesives, seriously studying and working on them. Particularly about "hot melt adhesives", we have been the first to develop and manufacture them in Japan and resolved issues facing many of our customers.



### Best partner of customers in creating optimum adhesives

Adhesives popping up in the mind of customers present an infinite variety. We will create better adhesives, working jointly with customers, under various conditions such as substrates, manufacturing environments, facilities in use, application methods, among other things.

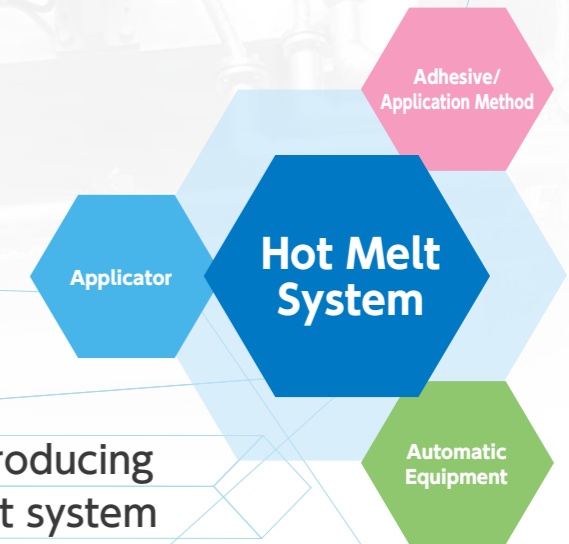


### Integrated consultant for hot melt adhesives

We will meet customers' diverse needs on the basis of our accumulated expertise in the selection of substrates and optimum application methods as well as adhesives and applicators.



# We will live up to the expectations of customers.



## Process introducing the hot melt system

We will make a comprehensive plan for an adhesive, application method, applicator, varied automatic equipment and other details that would be best suited for the customer and make a proposal for, and delivery, of them as a system on an integrated basis. This will make the centralized management of costs and the products possible and make it clear who is responsible for specific components of the system. This will also make it possible to take prompt actions in the event of the occurrence of any troubles.

### 1 Hearing

We will make a careful investigation by conducting a visit to the customer to find out what the customer wants to bond, how the customer wants to carry out the bonding, what their needs are and what issues are involved.



### 2 Planning and proposal

After getting a general idea of the specific conditions of use by the customer, we will propose an optimum hot melt system.



### 3 Fabrication of a system

We will build a system as a product with great care so that the customer will find it easy to use the hot melt adhesive.



### 4 Delivery

We will deliver the product as completed to the customer and carry out a confirmation of the conditions of the melting and discharge of the hot melt adhesive. We will also make a clear explanation of the handling and maintenance of the system.



### 5 After-sales follow-up

We will provide a full maintenance service to the customer, including a periodic inspection of the operating conditions of the system and the adhesion performance of the adhesive, among other things.





# Here too? Our "Hot Melt Adhesive", which is friendly to the environment, serves various uses familiar to us.

## Bookbinding

Our hot melt adhesive is used for the bonding of the text and the cover. Our hot melt adhesive is available in these types: a one that emits little soot, a one that is suitable for regenerated paper, and a one that is of the energy saving type.  
\* "Hardly-disintegratable hot melt adhesive" (as certified by the Japan Adhesive Industry Association)



## Packaging

Our hot melt adhesive is used for applications familiar to us, such as corrugated card boxes, small ice cream boxes, direct mail sealing, straw attachment to beverage containers, etc. It takes several seconds to complete such bonding, and this type of bonding is suited for reducing running cost through labor-saving automated application.



## Household electric appliances

Our hot melt adhesive is used for the bonding and sealing of refrigerators, washing machines, dishwasher-dryer machines, air conditioners, smartphones, etc. A hot melt adhesive having the function of electric non-conductance is also available.



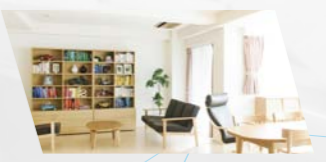
## Automobiles

Our hot melt adhesive is used for head lamps, floor mats, air conditioner ducts, door garnish moldings, seats, etc. These materials require weatherability, low-temperature resistance, durability, low failure rate, and other properties.



## Building materials

Our hot melt adhesive is used for the sealing of external wall boards and metal roofs, thermal insulation materials, plywood, edge beams, system kitchens, etc. We will also propose application equipment and peripheral facilities.



## Fibers

Our hot melt adhesive is used for air cleaners and filters for air conditioning systems for office buildings. Since the hot melt adhesive does not contain any solvent, it can be used safely for both humans and the environment.



## Adhesion

Our hot melt adhesive is used for craft tape, medical tape, seals, labels and paper diapers. Since it achieves adhesion in several seconds from application, it is most suited for use on high-speed application lines.



## Sealing materials (Asahi Tack SG Series)

The Asahi Tack SG Series is a next-generation hot melt adhesive having high flexibility, restorability, heat resistance and durability as well. The Asahi Tack SG Series shows such high impact absorption properties that when an egg is dropped on it, the egg will not be broken. It is used for various bonding and sealing materials for cars, building materials and electric household appliances and for amenity goods including mattresses and cushioning materials.



## Aggressive global marketing

As the world's leading hot melt adhesive professional, we are marketing our products in the whole regions in Europe, the United States and Asia, meeting the chemical substance regulatory requirements in each major country.





# Asahi Chemical Synthetic Co., Ltd. is always with customers.

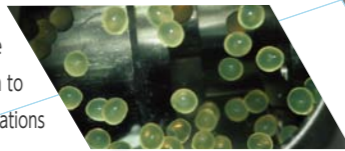
## Research and Development

The needs of customers are becoming increasingly diverse and sophisticated. We will not only determine what issues customers are facing but also carry on the development of new products and technology, always trying to identify the direction of the trend of the times and figuring out what customers will need in the future. Thus, our R&D department is transforming into a proposal-based type that will help resolve customers' future issues as well as their present ones.



## Production/quality management

Our Tochigi Plant always pays utmost attention to the ensuring of safety and environmental protection and the improvement of quality to produce a wide variety of products with high reliability. With our products getting more and more diverse, we are striving to improve production efficiency through further mechanization and automation and build and improve a reasonable and economical production management system to ensure product quality to live up to the expectations of customers.



## Marketing/planning/sales

Adhesives are a product that has an aspect of "hard" product and at the same time exhibits an aspect of a very software-like product at the stage of use. An adhesive can demonstrate its worth only if it meets all the requirements for the properties of substrates and compatibility with other manufacturing facilities. We will endeavor to go a step ahead in identifying the needs of customers and make new proposals to meet customers' needs, while considering the sale of our products, not as a simple sale of physical products, but as consulting sale or system coordination.



## Example of a case of introduction

(an example of a case of a customer in the industry of manufacturing head lamps for automobiles)

Issues of the customer and needs

- The customer desired to ensure stable productivity and quality and reduce labor cost at the same time.
- There had been variations in productivity and quality depending on the level of the skills of personnel assigned to different processes, and the customer cannot reduce the number of man-hours.

Our proposal

**Sealing agent** Asahi Tack SG Series, a hot melt adhesive for automotive lamps  
**System** A combination of melting/application equipment and an automatic conveying mechanism and a robot. We proposed a complete automation of the assembly process and a computer-controlled automatic applicator that is capable of applying a specific amount of the adhesive precisely even for lamps with different contour.

Effect of introduction

- ① The realization of complete automation has resolved a difference in productivity and variations in quality.
- ② Operation by a fewer number of workers has become possible, resulting in a reduction in labor cost.
- ③ Time for switching production of products with different contour has been reduced significantly, resulting in an improvement of productivity.

In 1990, a small camphor tree was planted at our Tochigi Plant when the plant was opened. The camphor tree as the symbol of the company has taken root firmly in the ground and grown into a large tree. Asahi Chemical Synthetic Co. will abide by the principles of "Respect" and "Gratitude" and continue to create adhesives that will satisfy its customers.

