



Together with Customers

Basic Policy

In line with the Mitsubishi Chemical Holdings Group Charter of Corporate Behavior, Mitsubishi Chemical (MCC) constantly strives to achieve customer satisfaction by keeping the promises made in contracts with them, ensuring the safety and quality of all the products and services it supplies, engaging in close customer communications and advancing R&D.

Making Information Available to Customers

Over 850 product information entries (approximately 380 in Japanese, 270 in English and 200 in Chinese), including information on the products of Group companies, are available on MCC's website. Safety Data Sheets (SDSs) can also be accessed through the website (available in Japanese only).

In addition to product information, MCC uses its website to provide information about business-related topics, such as product development and production facility expansion, and information about non-business corporate activities and exhibitions as well as special feature articles.

The Contact Us page of the website (<https://www.m-chemical.co.jp/en/contact/index.html>) offers contact information for inquiries about various topics.

If you are unsure which department to contact, please contact the call center for guidance.

Inquiries via the call center are directed to the relevant departments and logged in a database that is available to management.

Call center (+81) 3-6748-7300

9:00–12:00, 13:00–17:45 (Closed Saturdays, Sundays and national holidays)

Enhancing Customer Satisfaction

The Mitsubishi Chemical Holdings (MCHC) Group believes that close customer communication is essential to achieving accurate insight into social issues and the challenges that customers face and to finding solutions together. Accordingly, the Group has been conducting customer satisfaction surveys since fiscal 2012. Specifically, we survey customers in and outside Japan about products handled by our core businesses, covering such topics as quality, supply systems, sales promotion and technical support, as well as the attitudes and reliability of individual operating companies. By analyzing the results of these surveys and implementing a PDCA cycle, MCC strives to provide even better customer service and improve customer satisfaction.

Thinking about Creating a Better Future with Customers: KAITEKI SQUARE

KAITEKI SQUARE was established in October 2012 in our Tokyo headquarters as a showroom for the MCHC Group. It is an important platform for communication with our customers and clients, a place where we can interact and exchange ideas about a better future.

This facility comprises two areas, namely, (1) an exhibition area showcasing the wide-ranging technologies the MCHC Group has developed to date and its forward-looking business initiatives and (2) the KAITEKI Theater, which shows a video on the theme of what we can do now for the children of the future. The displays in the exhibition area are focused mainly on products and provide visitors with hands-on experience with MCHC Group technologies.

In fiscal 2020, we launched Digital Showroom, which allows customers to take an online tour of the exhibition area. As part of this virtual tour, a guide talks with guests via the online platform. Although online guests cannot physically interact with the hands-on aspects of the exhibits, we use a variety of tools, such as enlarged photos and videos, to give users a sense of what the exhibits are like. Accessible to guests from any country or region, Digital Showroom has been used by many customers.

Going forward, we will continue to use the real showroom and Digital Showroom, as circumstances require, to encourage guests to think about creating a better future.

* A reservation through an MCHC Group employee is required to visit KAITEKI SQUARE facilities or take part in a Digital Showroom tour.



KAITEKI SQUARE at the Tokyo headquarters