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Kuraray Europe GmbH: New organisational structure enhances market and customer orientation

Kuraray Europe GmbH (KEG), based in Hattersheim, near Frankfurt, Germany, introduced a new organisational structure on January 1, 2014. This is now being implemented stepwise. The aim is to align the company more closely to the demands of its customers and markets and strengthen its competitiveness. At the same time, this wholly owned subsidiary of Japanese speciality chemicals producer Kuraray Co. Ltd. of Tokyo is responding to structural changes in the Kuraray Group worldwide.

The new POVAL Resin (PVA/PVOH) and PVB Business Areas are the heart of the new structure. They are responsible for all business-related functions such as production, research and development, marketing, sales and technical service. The Advanced Materials Business Area is responsible for selling imported goods and comprises the fibres, elastomer, chemicals, artificial leather, dental products and activated carbon product lines. The Business Areas are supported by specialist service functions.

KEG's management board is unchanged and comprises Dr. Matthias Gutweiler, Yoshiki Kuroki and Naoya Uehara. Dr. Matthias Gutweiler stresses: "The aim of our new organisational structure is to provide better support for KEG's growth targets and to facilitate the integration of new business activities."

Kuraray Europe GmbH

Kuraray Europe GmbH is a wholly owned subsidiary of the global speciality chemical company Kuraray Co., Ltd., which is headquartered in Tokyo, Japan. Kuraray was founded in 1926 and now has around 7,300 employees and annual sales of about EUR 3.5 billion. It is one of the largest suppliers of polymers and synthetic microfibres and an international leader in the development and use of innovative high-performance materials. Kuraray Europe GmbH is based at Höchst Industrial Park in Frankfurt am Main, Germany, and has around 700 employees. It is the leading European producer of PVA, PVB and PVB films. The company's product portfolio also includes chemical specialities, activated carbon, thermoplastic elastomers, industrial fibres, man-made leather and dental products. For further information please visit www.kuraray.eu.