

Laminated Glass News



February 2022

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. This 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.

 [Our website](#)

 [Customer login](#)

 [Contact](#)



This email was sent by:
Kuraray Europe GmbH (Philipp-Reis-Str. 4, 65795
Hattersheim, Germany) on behalf of Kuraray Co. Ltd.,
Japan.

This email was sent to:
Andrea.Schroeter@kuraray.com
Kuraray: [One-Click Unsubscribe](#)

Copyright © 2021 Kuraray. All rights reserved. Trosifol, Butacite, SentryGlas, SG, SentryGlas Xtra, SGX, SentryGlas Acoustic, SGA and Spallshield are trademarks or registered trademarks of Kuraray Co., Ltd. or its affiliates. Trademarks may not be applied for or registered in all countries. The information, recommendations and details given in this document have been compiled with care and to our best knowledge and belief. They do not entail an assurance of properties above and beyond the product specification. The user of our products is responsible for ensuring that the product is suitable for the intended use and conforms to all relevant regulations. Kuraray Co., Ltd. and its affiliates do not accept any guarantee or liability for any errors, inaccuracies or omissions in this document.