



Nature - Driven Futures

Connecting Nature and Life Through Science

YASUHARA CHEMICAL

**Company
Brochure**

Yasuhara Chemical's Core Technology

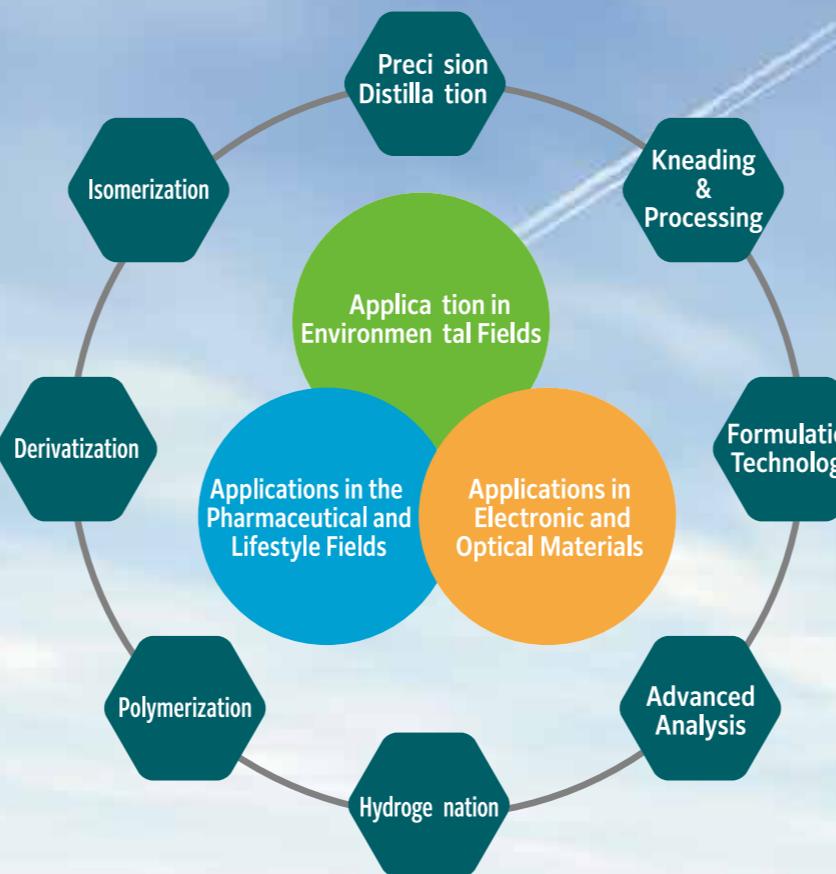
From Blessing of the Nature to Future Materials.

Aroma of Pine Forest, freshness of Oranges.

We at YASUHARA CHEMICAL activate natural components “terpene” using our scientific power to actualize products to support our life.



Animation introducing
YASUHARA CHEMICAL's
corporate profile under exhibition.



Meeting Customer Challenges and Needs

Our R&D philosophy is rooted in customer-centric innovation. We start by understanding our customers and sharing their values. By identifying their challenges and needs—and aligning with broader societal demands—we continuously develop and improve new technologies. These innovations then lead to products and solutions that expand our business domains. Our ultimate goal in R&D is to become a trusted partner for our customers, and we will continue to pursue this mission in the future.

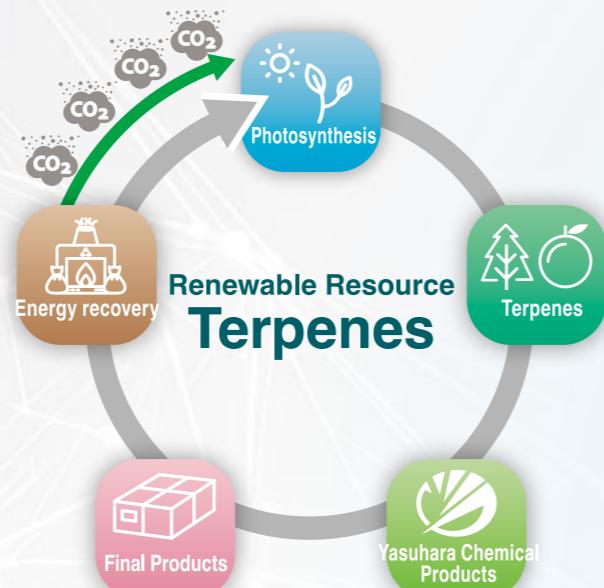
You'll see YASUHARA CHEMICAL's products in casual cases.

They are in use in a variety of social phases.

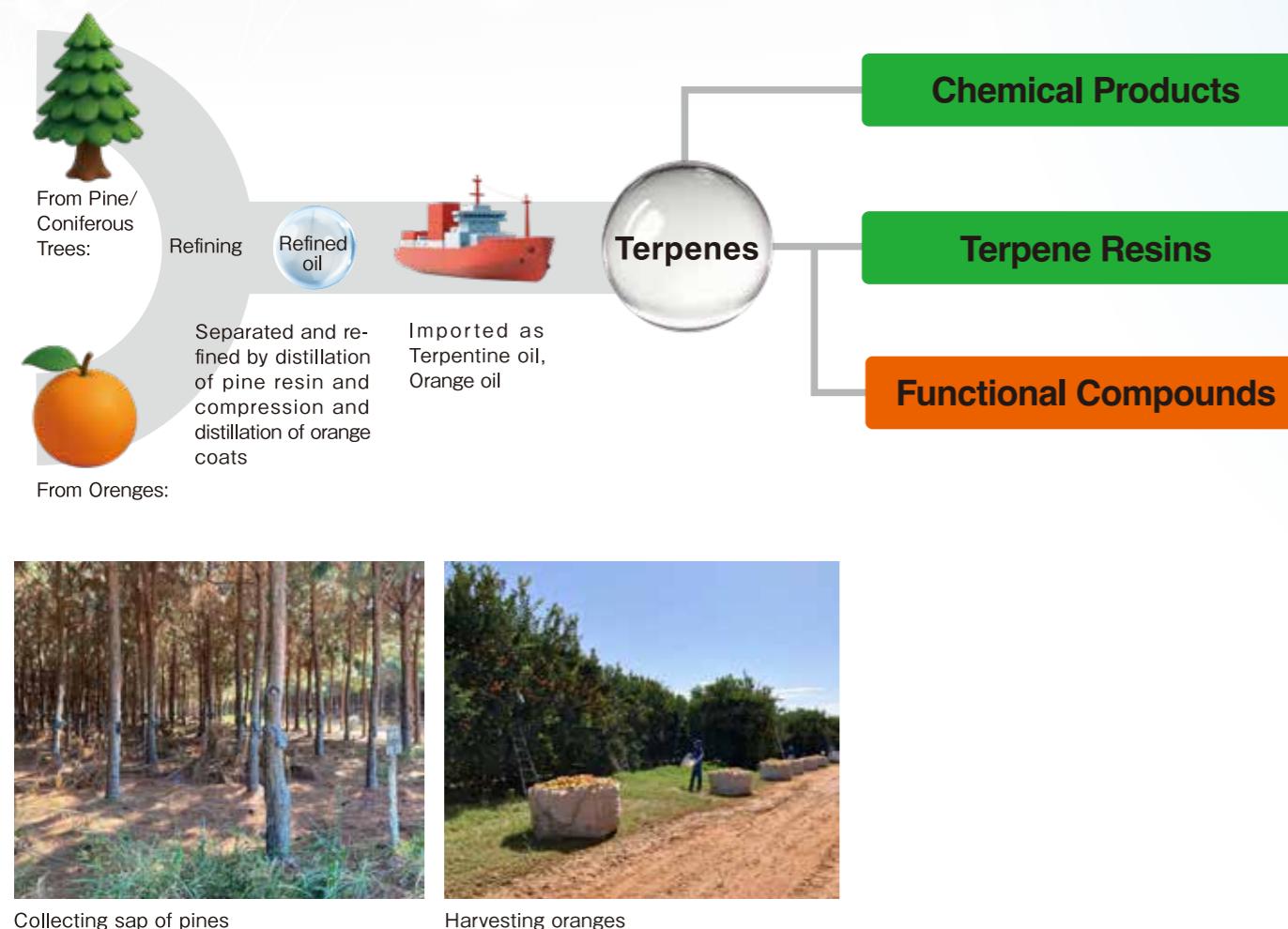


The Blessings of Nature: Terpenes

Terpene exists in a wide range of the nature, especially abundant in the oil refined from plants. As for industrial materials, those we enable to collect stably and heavily include terpene oil contained in palm trees and orange oil contained in orange coats. These oils are valuably sustainable resources under the benefit of the sun differing from the petroleum resource which is concerned about drying-up.



YASUHARA CHEMICAL's terpene products originated from pine trees and oranges



Collecting sap of pines



Harvesting oranges

Worldwide applications

We import the terpene raw material from China and South America and process it into high-value-added products at our plants.

Our products with reliable quality are supplied not only in Japan but also to worldwide countries with a high reputation.

Our company links with the worldwide markets on the technological basis refined in Japan.



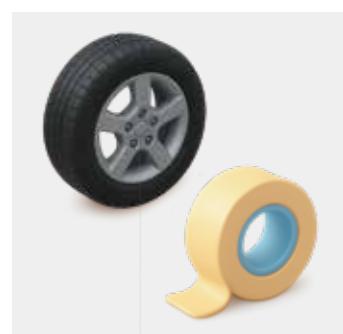
North America

Our products appeal directly to the leading company's high-functional needs on the basis of information obtained from our market experience and original manufacturing technology enjoying a high reputation as a stable source.



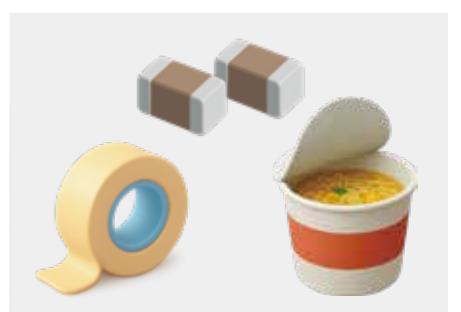
Europe

Taking market variation and new regulation as a favorable chance, we develop and supply exclusive-use products to satisfy client demands for quality and function.



Asia

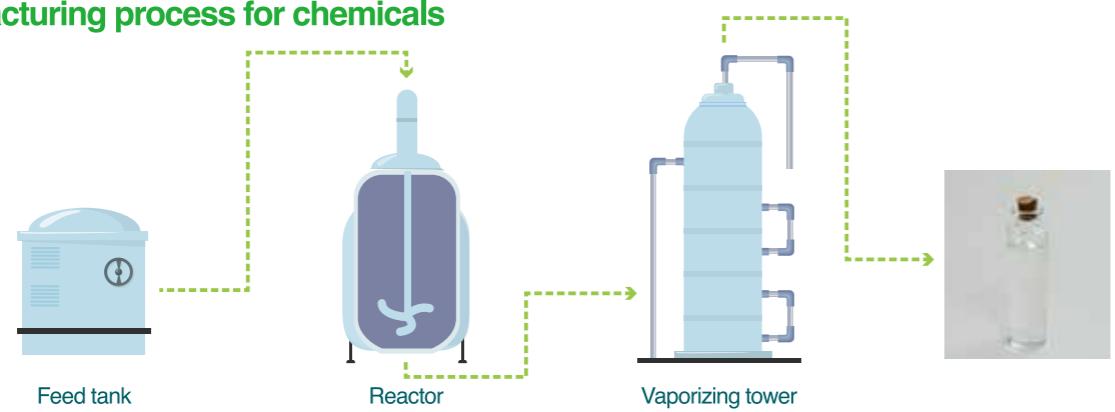
We provide products to meet needs differing by the industry on the basis of our longtime experience and improvement in electronic material needs requiring high reliability and accuracy and improvement in the usability of food package. We also support sustainable developments applying our exclusive materials and technology concentrating our efforts on Asian glowing markets.



Chemical Products

Turpentine oil, a natural raw material, is used as a starting material for a wide range of synthetic fragrances. At our company, we produce essential oils such as α -pinene and β -pinene derived from pine-based raw materials, as well as their derivatives including terpineol and myrcene. These are supplied as fragrance ingredients for toiletries such as soaps and detergents, as well as for toothpaste and bath additives. Furthermore, as a natural solvent, turpentine oil possesses unique characteristics not found in petroleum-based solvents, making it widely used in fields including the IT industry. In addition, D-limonene, the main component of citrus essential oils (e.g., orange oil), is used as a raw material for fragrances, deodorizers, and masking agents, and also as a cleaning agent component.

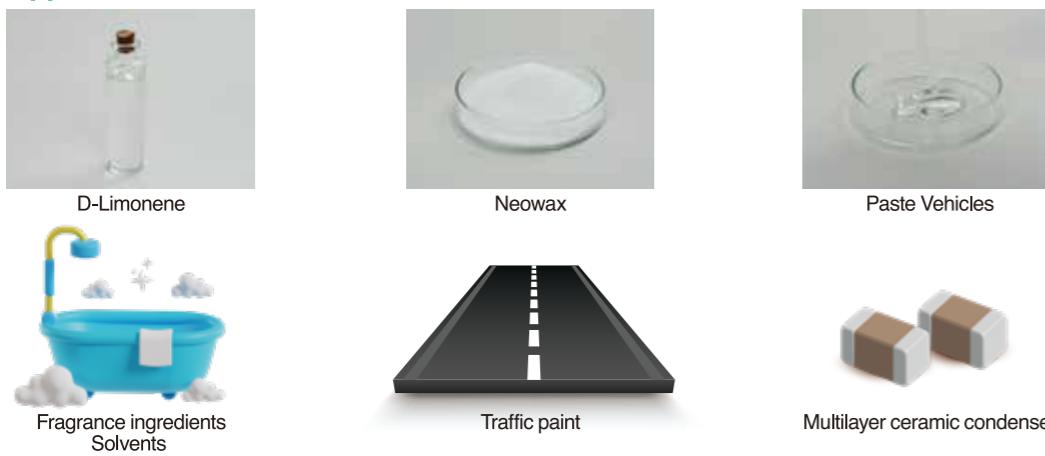
Manufacturing process for chemicals



Raw material feed	Reaction process	Vaporizing process	Various products
To feed raw material necessary for reaction from the tank to the reaction pot.	To mix and react the raw material to obtain the reaction oil.	To remove the unnecessary object from the reaction oil to get the product.	To deliver the product to clients as a raw material for resin.

Products	Name of Products
Solvents, Fragrance Ingredients	Gum Turpentine N α -Pinene β -Pinene Myrcene D-Limonene Terpinolene Dihydroterpineol Terpineol P-Menthane
Low Molecular Weight Polyethylene Waxes	Neowax
Paste Vehicles	

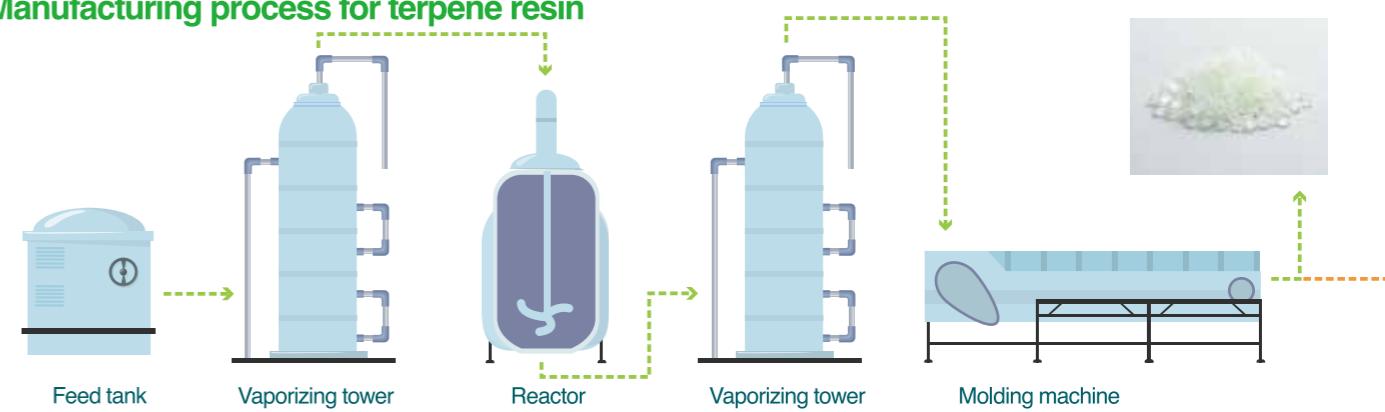
Applications



Terpene Resins

As one of our core products, terpene resins are widely used as tackifiers for adhesives. They offer broad compatibility by either homopolymerizing terpene monomers—biomass-based raw materials—or copolymerizing them with other petrochemical components. Using advanced molecular weight control technology, we offer a wide range of products from low to high softening points. Furthermore, hydrogenated terpene and terpene phenol resins exhibit superior transparency, thermal stability, and weather resistance. As naturally derived tackifiers, they are highly regarded across various markets as components in adhesives and as polymer modifiers.

Manufacturing process for terpene resin

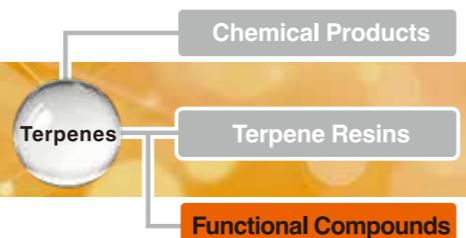


Raw material storage	Vaporizing process	Reaction process	Vaporizing process	Molding process	Products
To accept and store the imported raw material in the large-size raw material tank.	To vaporize and refine the raw material to extract the necessary terpene.	To make reaction using terpene ingredient to obtain the terpene resin reaction oil.	To vaporize the reaction oil and extract the terpene resin.	To mold the terpene resin into the product shape.	To deliver the product as the raw material for the functional compound raw material.

Terpene-based products	Name of Products
Terpene Resins	YS Resin PX/PXN
Aromatic-Modified Terpene Resins	YS Resin TO
Terpene Phenolic Resins	YS Polystar U/T/S/G/N/K/TH
Liquid Resins	Dymalon YS Resin LP
Styrene Resins	YS Resin SX
Hydrogenated Terpene Resins	Clearon P/M/K
Hydrogenated Terpene Phenolic Resins	YS Polystar UH
Hydrogenated Styrene Resins	YS Resin SG/SM
Emulsion Resins	Nanolet TM/TH

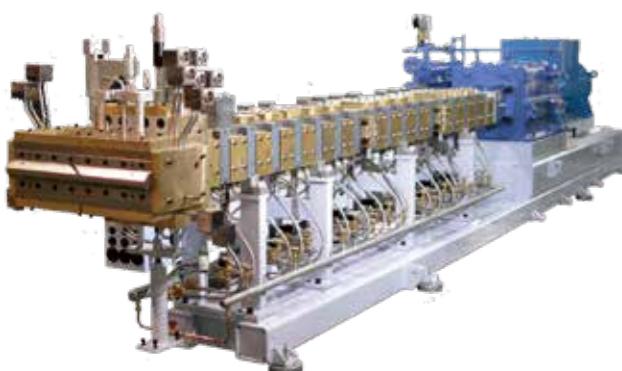
Applications



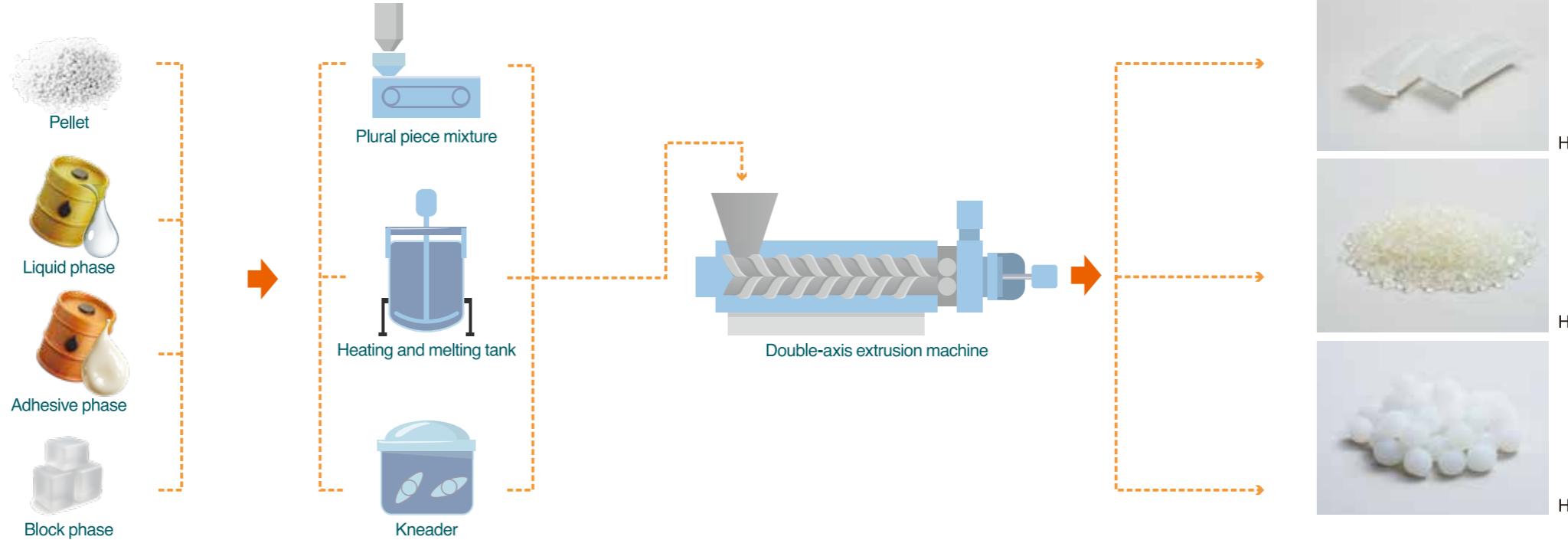


Functional Compounds

The advantages of our compound manufacturing facility lie in its ability to stably feed a wide variety of raw materials and its superior granulation technology for low-viscosity compounded products. By utilizing our equipment, it is possible to evenly mix and process compounds that were difficult to process with conventional extruders. We propose the development of compound products with new functionalities. In addition, our mixing technology enables us to increase the blending ratio of functional ingredients, thereby reducing the amount of carrier resin for masterbatch products and contributing to cost reductions for our customers.



Manufacturing process for the functional compound



Raw material	Measuring	To mix and knead	Products
Capable to meet various properties of the raw material.	To automatically measure plural solid and liquefied raw materials to stably supply high-precision raw material.	Available to meet various conditions due to double-axis extrusion machine.	Capable of forming into various forms.

Products	Name of Products
Hot Melt Adhesives for Easy Peelable Lids	HIRODINE 4000 Series HIRODINE 7000 Series
Hot Melt Adhesives for Sealing Cardboard Boxes	HIRODINE 2000 Series
rubber-based Hot Melt PSAs/Adhesives	HIRODINE 1000 Series HIRODINE 5000 Series
Hot Melt Adhesives for Air Filters	HIRODINE 2000 Series HIRODINE 8000 Series
Hot Melt Adhesives for Bonding Cushioning Materials	HIRODINE 1000 Series HIRODINE 8000 Series
Stick-type Hot Melt Adhesives	HIRODINE ST Series
Hot Melt Adhesive for Bonding Automotive Interior Materials	HIRODINE 8000 Series
Masterbatch Compound Products	Masterbatches



History

1947 Yasuhara Yushi Kogyo (Kōnō Town, Kōnō District, Hiroshima Prefecture – now Miyoshi City) Began production of terpenes, rosin, and pine tar

1949 Established the Mesaki Plant (Closed in 2008)

1959 Incorporated as Yasuhara Yushi Kogyo (Head office: Mesaki-cho, Fuchu City, Hiroshima)

1960 Established the Sendai Plant (Closed in 2018)

1961 Established the Takagi Plant (Closed in 2020)

1962 Opened Tokyo Branch Office (now Tokyo Office)

1966 Began production of “Hirodine” hot-melt adhesives at Mesaki Plant
Established Hirodine Kogyo Co., Ltd. as an affiliated company
Transferred hot-melt adhesive business from Yasuhara Yushi Kogyo

1967 Relocated head office to Takagi-cho, Fuchu City, Hiroshima

1969 Opened Osaka Sales Office (Integrated into Tokyo Office in 2023)

1972 Established Research Laboratory at Takagi Plant

1977 Established YS Co., Ltd. as an affiliated company (Commercial division of Yasuhara Yushi Kogyo and Hirodine Kogyo)

1980 Renamed YS Co., Ltd. to Hirodine Co., Ltd.

1981 Established Soryo Plant (Hirodine Kogyo) (Integrated into Ukai Plant in 2023)

1984 Established Niijima Plant

1989 Renamed to Yasuhara Chemical Co., Ltd.

1995 Listed on the Hiroshima Stock Exchange (Merged with Tokyo Stock Exchange in 2000)

1996 Listed on the Second Section of the Osaka Stock Exchange (Delisted in 2003)

1997 Merged with Hirodine Kogyo Co., Ltd.

1999 Established Ukai Plant

2000 Listed on the Second Section of the Tokyo Stock Exchange

2005 Merged with Hirodine Co., Ltd.

2007 Established Fukuyama Plant

2010 Established Research Laboratory at Fukuyama Plant

2017 Integrated Takagi Plant into Fukuyama Plant and renamed it Fukuyama Plant Takagi Site

2022 Transitioned to the Tokyo Stock Exchange Standard Market

Company Profile

Company Name
YASUHARA CHEMICAL CO., LTD,
Founded
April 1947
Incorporated
February 24, 1959
Executives
President: Teiji Yasuhara
Managing Director: Ryutaro Arai
Capital
1,789.56 million yen
Business Activities
[Terpene-Based Chemical Products]
■ Terpene Resins
■ Chemical Products (Synthetic fragrance ingredients, terpene solvents, waxes)
[Functional Compounds]
■ Compounded Products (Adhesion promoters, antistatic agents, surface modifiers, compatibilizers)
■ Laminated Films (Glossy laminated films)
Number of Employees
230
URL
<https://www.yschem.co.jp/english/>

Policy on Environmental and Social Activities

Living in Harmony with People and Nature, Hand in Hand with the Community, Toward a Shared Future



Re: Tag line

Nature -Driven Futures

We extract the possibility of the nature using scientific power, deliver a new value to the society and finally create a sustainable and rich future. The tag line shows such the intention of YASUHARA CHEMICAL.

Contributing to a Sustainable Lifestyle by Merging the Nature with Scientific Technology



Yasuhara Chemical Co., Ltd.
President: Teiji Yasuhara

安原 権二



Yasuhara Chemical Co., Ltd.
Managing Director: Ryutaro Arai

新井 隆太郎

In the 20th century, humanity believed that economic growth was the key to a prosperous life, leading to a society of mass production and mass consumption. However, this brought about serious environmental issues, and prosperity dependent on finite resources like petroleum has now encountered energy challenges. It is clear to everyone that the 20th-century model of society has reached its limits. Since that era, Yasuhara Chemical has been exploring the potential of terpene chemistry, using natural materials such as turpentine oil and orange oil as primary raw materials. Unlike petroleum, which cannot be practically regenerated, plant-derived terpenes are renewable on a short cycle and continuously replenish themselves. What is needed for the future is a truly sustainable society. We will continue to pursue the possibilities of terpenes so that nature and humanity can coexist and thrive together, and so that we may play a role in connecting the natural cycle with everyday life.

Stepping from now up to the promising future

Locations

Worldwide Activity Bases

Head Office



Research Laboratory



Ukai Plant



Fukuyama Plant



Tokyo Office



Niihama Plant



YASUHARA CHEMICAL CO., LTD.

■ Head Office

1071 Tikagi-cho, Fuchu-city, Hiroshima 726-0013, Japan
TEL:+81-847-45-3530 FAX:+81-847-45-8639

■ Niihama Plant

1-7-7 Kuroshima, Niihama-city, Ehime 792-0892, Japan
TEL:+81-897-46-3062

■ Ukai Plant

800-111 Ukai-cho, Fuchu-city, Hiroshima 726-0002, Japan
TEL:+81-847-40-1501

■ Fukuyama Plant

117 Minooki-cho, Fukuyama-city, Hiroshima 721-0956, Japan
TEL:+81-84-957-5458

■ Research Laboratory

117 Minooki-cho, Fukuyama-city, Hiroshima 721-0956, Japan
(Located in the Fukuyama Plant)
TEL:+81-84-957-5462

■ Tokyo Office

5th Floor, Mitsui Sumitomo Kaijo Tepco Building 1-6-1
Kyobashi, Chuo-ku, Tokyo 104-0031, Japan

Sales Department

TEL:+81-3-5159-3411 FAX:+81-3-5159-3422

Procurement Department

TEL:+81-3-5159-3870 FAX:+81-3-5159-3880

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homepage →



<https://www.yschem.co.jp/english/>