

# NEWS RELEASE



**THE YOKOHAMA RUBBER CO., LTD.**  
36-11, Shimbashi 5-chome, Minato-ku,  
Tokyo 105-8685, Japan

November 15, 2010  
For immediate release

Contact:  
Takao Kikuchi  
Corporate Communications Dept.  
Phone: 81-3-5400-4531  
Fax: 81-3-5400-4570

## **3R Efforts Receive Double CJC Chairman's Awards under "Circular Resource Techniques and Systems Award" Program**

Tokyo – The Yokohama Rubber Co., Ltd., announced that two of its “3R” efforts – Reduce, Reuse, Recycle – had received awards from the Clean Japan Center (CJC)<sup>\*1</sup> under the center's FY2010 Awards for Circular Resource Techniques and Systems. The double recognition is for “reduction of industrial waste by recycling spent vulcanizing bladders”<sup>\*2</sup> and “development, expanded use of, and creating a recycling system for e-can containers for two-component sealants.” An awards ceremony was held at the Science Hall of the Science Museum, in Chiyoda Ward, Tokyo, on Tuesday, October 19, 2010.

With the longest history in the area of the 3R's, the Circular Resource Techniques and Systems Award program is carried out by CJC with support from the Ministry of Economy, Trade and Industry. Its aim is to promote recycling-based businesses by encouraging outstanding projects and initiatives contributing to reducing waste generation (“Reduce”), reusing goods (“Reuse”), and effectively using recycled materials (“Recycle”).

Under a basic policy of asserting world-class strengths in technologies for protecting the environment, as stated in its “Medium-Range Management Plan: Grand Design 100 (GD100),” the Yokohama Rubber Group has endorsed the concept of “top-level environmental friendliness in production.” A priority issue in that declaration is the reduction of waste emissions, as part of which, Yokohama promotes efficient use of resources, including development of recycling technology and recycled products. In addition to the two recognized this time, Yokohama has developed various recycled products, including the world's first recyclable thermoplastic reversible rubber, and porous, elastic road-surfacing material using waste tires. Yokohama continues its support and promotion of 3R activities for creation of a sustainable recycling society.

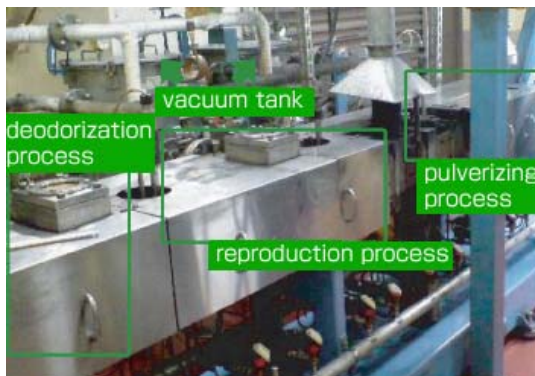
\*1: CJC is a public-service corporation established in 1975 to serve as the national center to promote recycling, jointly supported by the public and private sectors, including the Ministry of Economy, Trade and Industry (METI), the Japan Chamber of Commerce and Industry (JCCI), Nippon Keidanren, etc. It plays a leading role in promoting creation of a sustainable resource-saving society, including solutions for waste and resource issues through the 3R's.

\*2: The bladder is a rubber subsidiary material used in vulcanization in tire production; it is inflated like a balloon from the inside of the tire to press the tire against a molding die.

### 〈Details of Recognized Products〉

■ Theme: Reduction of industrial waste by recycling spent vulcanizing bladders

■ Characteristics: Material-recycling mass-production technology to produce recycled rubber using spent vulcanizing bladders, which rubber is reused as raw material for tire products, etc., was established, and mass production within the company was begun in 2007 – the first in the industry. Recycled rubber made using biaxial screw extractors introduced by Yokohama Rubber can produce higher quality raw material than that made using conventional technology; it can be used as raw material for tires, etc., while maintaining their quality. In fiscal 2009, approximately 80% of vulcanized bladders were recycled, reducing industrial waste by 293 tons.



*Biaxial screw extractor at the Mie Plant's reprocessing facility*

■ Theme: Development, expanded use of, and creating a recycling system for e-can containers for two-component sealants

■ Characteristics: e-can containers are used for sealants (waterproofing) applied primarily to joints in buildings. Although sturdy, they can be easily broken down after use. Given that in comparison with conventional metal cans the volume of waste can be reduced substantially, Yokohama began selling e-cans on the market in 2002. In 2005, Yokohama launched material recycling wherein used e-cans are collected without charge and recycled as materials for products across the country (except Okinawa). Year by year, the recovery rate has increased and approximately 60% of those shipped were collected in FY 2009. After collection, they are pulverized, powdered and made into recycled pellets, which are then reused as materials for plastic pellets, artificial wood, etc. The e-can container received an encouragement award for Circular Resource Techniques and Systems from CJC in FY 2008.



*e-can containers*