

Overview of Environmental Load

Manufacturing fit for a recycling-based society

Instead of following the conventional approach of raising productivity, eliminating waste, and as a result reducing the impact on the environment, we approach manufacturing from the opposite angle, taking as our premise the needs of a recycling-based society. What this means in concrete terms is that our ultimate development objective is the development of recyclable rather than disposable passenger car tires. To help us achieve this, there are two cases from which we learn: the first concerns a food manufacturer, which sticks to the tough task of making 1 gram of merchandise out of 1 gram of ingredients, and the second is a small workshop in Ota Ward in Tokyo, which has tackled the problem of noise not by installing soundproofing, but rather by preventing noise from being generated in the first place by increasing the precision of its manufacturing processes. Rethinking manufacturing from these two perspectives leads one to new and unconventional approaches to manufacturing, encouraging one to look at things from the point of view of facilities and the people who operate them, for example, and to value materials. I want our tire manufacturing to waste none of the materials that go into the manufacturing process, just like in the average home it is common sense to make full use of ingredients and to recycle as fertilizer any waste that is produced, and I firmly believe that manufacturing in this way holds the key to creating a recycling-based society that can contribute to the fight against global warming.



Akihisa Takayama
 Managing Corporate Officer,
 General Manager
 of Tire Production
 Technology Div.,
 General Manager
 of Hiratsuka Factory,
 and President of Hamagomu
 Engineering Co., Ltd.

Overview of environmental load (Scope: Yokohama Rubber's eight production sites)

Figures in parentheses indicate the change from previous year.

