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THE REVIEW OF PHYSICAL CHEMISTRY OF JAPAN

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ASAHI CHEMICAL INDUSTRY CO., LTD.

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Asahi's history dates as far back as 1923 when the late Mr. Jun Noguchi, who was the first president of the company, erected a synthetic ammonia plant in Nobeoka, present site of the company's major plants. This is a memorable plant in that the first commercial production of synthetic ammonia in the world by the Casale process was successfully started at this plant.

Thereafter Asahi's production activity continued to expand, with the exception of the war years, into great many fields. Using ample electric power from its own power plants and standing on the firmly established basis that primary raw materials are available within the company, Asahi has been producing chemical fibers, synthetic resin, explosives, chemical fertilizers, chemical seasoning, industrial nitrocellulose and several scores of chemicals of ammonia, soda and chlorine derivatives.

This fact points to Asahi's special feature as a chemical company. Asahi ranks first in the production of viscose rayon in Japan and its cuprammonium rayon capacity is largest in the world. Using acrylonitrile monomer produced by Sohio process at its Kawasaki and Mizushima plants, Asahi produces polyacrylic fiber "Cashmilon" by its own process. Production of acrylonitrile monomer and polyacrylic fiber is also the largest in Japan. Asahi's chemical seasoning (monosodium glutamate) Asahi Aji, MITASU, ranks second in output of similar chemical seasonings. Sun-Nitro, Asahi's unique chemical fertilizer, is building up for itself a spectacular sales. Asahi's industrial nitrocellulose and explosives production is the largest in Japan. Recently Asahi launched into three new fields of operation, i.e. nylon 6, synthetic rubber polybutadiene "ASADENE" and new building material "HEBEL" and "AHS Pile".

With a view to expanding into a more diversified chemical company, Asahi Chemical is now constructing at Mizushima, Okayama Prefecture, a petrochemical complex at which such industrial chemicals as high density polyethylene "SUNTEC" and acrylonitrile monomer are already in production and ammonia will soon be manufactured.

The products of Asahi are exported to more than 100 countries while its techniques and plants are exported to more than 10 countries including the U.S.A., England, France, U.S.S.R., Italy and Korea where all of these are enjoying a great reputation.

Asahi now has many powerful affiliates, including Asahi-Dow Limited and Shin Nihon Chemical Industry Co., Ltd. and is proceeding on the road to further growth as a multipurpose chemical company.