The New Business Division distributes the new technologies and products developed by the Technical Research Laboratory and provides user support for them in pursuit of developing new markets. Currently, it is focusing its efforts on the promotional activities and sales of "thermoplastic starch pellets, sheets and molded articles" as well as "highly-functional films" developed under the themes of "environmental friendliness" and "energy conservation".

The thermoplastic starch products were developed jointly with Yamagata University and the Industrial Technology Institute, Miyagi Prefectural Government. The molding processability of these products is as high as that of commodity plastics, and the environmental load (CO2) caused during their manufacture and disposal has also been greatly reduced. The thermoplastic starch products are proposing for many fields as a new material that will create the future of plastic-related materials.

Highly-functional films were developed based on the manufacturing technology of solar-cell module backsheets and are sold as mold release films for semiconductor and LED packages. The extremely high mold releasability and die followability of the products are highly acclaimed by the users.

In addition to the expansion of the sales of developed products, the New Business Division also aims to perform future-oriented business operations by relaying requests from the market and users to the Technical Research Laboratory to promote product improvement and new theme development.

<Principal products>
- Thermoplastic starch molded sheets & articles
- Thermoplastic starch pellets & articles
- Release film for semiconductor and LED package
- Solar-cell module backsheets

<Applications>
- Thermoplastic starch molded sheets & articles
- Thermoplastic starch pellets & articles
- Release film for semiconductor and LED package
- Solar-cell module backsheets