

TIME



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200 EXTRAORDINARY INNOVATIONS CHANGING OUR LIVES

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- THE BEST TELESCOPE EVER
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- DIAMONDS MADE FROM AIR
-
- A CANCER-FINDING SUPERTEST

... and 193 more

Content from Global Kigyo

Stretching and moving the key to rubber expansion

Mutsubishi Rubber is living up to the properties of its iconic product with ongoing versatility and diversity.



Goji Wada, President and Representative, Mutsubishi Rubber Co., Ltd.

It is one thing for a company to know its principal product inside out. But it's taking it to another level when you understand it so well that you can learn from its properties. Japanese firm Mutsubishi Rubber Co., Ltd. has been working with its titular material for one hundred years. Given the way the company has been celebrated for its ability to adapt and move, you'd be forgiven for thinking they have taken some lessons from its flexibility. The company supplies diverse fields such as railways, shipbuilding, civil engineering, water supply, energy and steel, among others. It offers an innovative range of resilient rubber products used for countless applications. This is all made possible because of a production system allowing everything to be completed within a single factory. From material development to design, performance verification testing to manufacturing, "Rubber products are required to contain gases, shield against radioactivity, and seal bearings from oil and dust, as well as for anti-vibration and

shock absorbers," said company President Goji Wada.

"Mutsubishi Rubber deals with rubber materials that stretch and contract. We provide only one product that specializes within a very niche market with manual labor. This is a strategy that only an agile company with an integrated production system can make," Wada said. One of the firm's most important products is its range of seals for industrial and climate-related safety. Following the 2011 Tohoku earthquake and subsequent Fukushima nuclear accident, product sales were impacted by energy industry trends. The business has since enjoyed a rise in demand for rubber shell and seal covers to protect against tsunamis, floods and storms.

Researchers have also developed a new door shield product for use in the energy industry and beyond. "It can be said that this has contributed to improving the safety of nuclear facilities against natural disasters," Wada said. "We are developing products that protect from earthquakes, lightning, typhoons, and tsunamis, as well as solving problems with aging infrastructure," he added. Mutsubishi's ability to look towards the future, making new plans and inventions, is built on its rich history of the last 100 years.

In their early days, The Victaulic Co., of Japan Ltd. requested a specialist from The Victory Pipe Joint Co., Ltd. in the UK, which helped Mutsubishi lay strong

100 years of technology that continues to support



foundations by importing techniques from the British industrial revolution. It has since developed and evolved to drive its own innovation and research into rubber technologies. Throughout the last century, the company has worked in the development of Japanese rail infrastructure, the steel industry, pharmaceuticals, and components for nuclear plants. "Since we are now celebrating our 100th anniversary, we, therefore, have

100 years of knowledge within this niche field," Wada said. "For the past 100 years, we have created new technology and products, but this was our base technology. We are an agile company with an integrated production system that allows us to keep brushing up on our technology and product expertise all the time."

Mutsubishi products have been used around the world, with a strong track record of sales in Asia, Europe, Africa, North America and Australia. The company plans to begin its next 100 years by aiming for further international success. "Looking to the future, we will continue to expand our presence within these markets," Wada said. "We will continue to maintain our spirit of development, and with the motto of 'creation from scratch', we would like to introduce Japanese manufacturing products to the world."

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