

May 12, 2016
Mitsui Chemicals, Inc.

Mitsui Chemicals Develops Plant-derived Do Green™ Sunglasses for ITU World Triathlon Yokohama

- Lenses and frames made from plant-derived materials -

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: Tsutomu Tannowa) announced the successful development of Do Green™ sunglasses which use plant-derived frames and plant-derived bio-based ophthalmic lens materials. The new sunglasses will appear at the ITU World Triathlon Yokohama on May 14th and 15th.



DoGreen™



As part of Mitsui Chemicals' efforts to realize a cohesive society in harmony with the environment, in addition to offering a wide selection of plant-derived products under the name Do Green™, the Group also conducts activities for a sustainable society and provides solutions to issues in areas that supply the natural ingredients for these products.

Last October, as one initiative of Do Green™, the Group conducted eye examinations and surveyed 153 castor farmers and rural residents of Gujarat, India in an effort to help improve their quality of vision and solve social issues facing farmers producing raw materials used in the Group's plant-derived products.



Mitsui Chemicals, which aims to contribute to a better society and environment, collaborated with the SWANS program of Yamamoto Kogaku Co., Ltd., which has a good track record in designing products for more comfortable sports performance, and Itoh Optical Industrial Co., Ltd., which has expertise in the manufacture of high-performance lenses, to develop Do Green™ sunglasses. The sunglasses use Mitsui Chemicals' bio-based lens and frame material and have acquired biomass product certification in Japan.

Mitsui Chemicals is a YOKOHAMA SUPPORTER and provides its support to the ITU World Triathlon Yokohama. Do Green™ sunglasses will be presented to participants, judges, and staff members of the event.

At the event's Expo, Mitsui Chemicals will display its Do Green™ sunglasses, its stamp loupe for persons with low-vision and age-related vision problems and which has the world's highest magnification power, its performance-driven prosthetics materials, and its braille tiles (silica) which are being used by Yokohama City, in addition to its other barrier-free solutions.