

MAG-ISOVER K.K. (MAG)

One of the world's largest manufacturers decides to build its fourth production site in Japan

The insulation section of Saint-Gobain (headquartered in France) is developing business along with 11,000 employees at 70 offices in 45 countries, mainly through its ISOVER brand which boasts a wide product line, offering features such as high-performance insulation, sound absorption, energy efficiency and air-tightness.

In developing an insulation business in Japan, MAG-ISOVER aims to provide Japanese consumers with revolutionary solutions to bring about comfortable lifestyles that are gentle to the environment. To achieve this goal, the company adopts the catch-line "Comfortable ECO starting from insulation," and utilizes the core technologies of a global firm's unsurpassed environmental fields, such as its energy-saving solutions.



Head-quarter of MAG-ISOVER
(Chiyoda-ku, Tokyo)

On September 8, 2011, MAG-ISOVER reached an agreement with the Mie

Prefecture to build a new glass wool plant in Tsu City, Mie Prefecture, as its fourth production site in Japan. This site is planned to be the largest glass wool plant in Western Japan.



MAG-ISOVER's glass wool insulation

The total capital will be around 15 billion yen and there are plans to hire approximately 100 workers with the aim of significantly boosting production capacity from the current levels. Annual production is expected to reach 150,000 tons once the new plant in Tsu City is completed. MAG-ISOVER expects to improve customer service through a more stable and efficient supply of products in the region.

Focusing on Lifestyles More Economical and Environmental Friendly

MAG-ISOVER points out that the drive to create more comfortable lifestyles has resulted in greater energy consumption (homes and buildings account for 30% to 40% of all energy consumed in Japan) and CO2 emissions, which are seen as factors behind global warming.

Various fields have launched policies, aiming to protect the environment and to

prevent global warming. In response, Saint-Gobain, MAG-ISOVER Japan's General Manager, Mr. François Xavier Lienhart said, "We will demonstrate how easy energy conservation can be, and in doing so, we shall serve as a model of a residential environment leader, fulfilling social responsibilities."

Glass wool is made primarily from recycled glass provides insulation, heat-retention, cooling-retention and sound-proofing characteristics. This wool has been attracting attention in Japan and around the world as an advanced insulation material gentle to people and the environment as it helps reduce energy consumption and CO2 emissions.

Mr. Lienhart, believes the Japanese market is very appealing, as high-performance insulation materials are still not widely used while residential

energy conservation standards are expected to become tougher in the future. "An increase in new houses adopting these tougher standards could drive demand for insulation materials" he said.

JETRO's Support

JETRO and the "INVEST Kansai" desk at JETRO's head office in Osaka, actively supported MAG-ISOVER's move into Tsu City, Mie Prefecture by working closely with local governments to provide information on candidate sites for the new plant, and by arranging site visits and other particulars. MAG-ISOVER was able to easily decide building the new plant on the site, due to this close cooperation with the local government and JETRO.

(February, 2012)

Company History

- 1987 Established in Tokyo as "Japan Microsie Wool KK"
- 2010 Renamed the company as MAG-ISOVER K.K.
- 2011 Makes an agreement with Mie-Prefecture to build its fourth glass wool production site in Japan

MAG-ISOVER K.K.

- Establishment: 1987
- Business Outline: Manufacturer and Provider of insulation materials made from glass wool
- URL: <http://www.isover.co.jp>