

ASAHI CHEMICAL RESEARCH LABORATORY

Contacts

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Products/Technology

Asahi Chemical Research Laboratory is a young organization that carries out research and development in the field of electronic materials. It has had interests in the manufacturing and marketing of a variety of materials related to printed circuit boards and has plans to expand its interests to development of electronic materials as a whole. Its main product lines are chemicals for printed circuit boards, pastes for polymer thick film circuits, tungsten pastes for alumina ceramics, epoxy resin pastes, polyimide heat-resistant pastes, soldering machines, reflow machine equipment for soldering and radiation machinery for photo solder masks.

In addition to expanding its product areas, Asahi intends to carry on basic studies on the physical properties of materials for electronic circuits to respond to the development of high density integration in microelectronics. It will look to outside researchers and scientists in Japan and abroad in these activities. As well, it is promoting technical cooperation with leading petrochemical and chemical enterprises to develop new electronic materials.

Asahi has subsidiaries in Taiwan and Singapore as well as sales agents in Europe (France, Italy and Spain) and the United States. Its overall marketing strategy has been one of establishing new products first in Japan and then marketing in overseas areas. It will develop its overseas marketing capability more actively in future as its products get established. It hopes to undertake joint development work with non-Japanese partners in future as it develops the resources needed to carry on such work. At present, it lacks the needed resources for such work and will not undertake such activities until its sales are better established internationally.