

November 30, 2016
Mitsui Chemicals, Inc.

Mitsui Chemicals Industrial Products' SILIKAL Art Method Adopted for Road Markings at Yamashita Park in Yokohama City

Encouraging cycling etiquette aiming at the 2017 World Triathlon Series Yokohama

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: Tsutomu Tannowa; "Mitsui Chemicals") have announced that the SILIKAL Art Method, which is promoted by Mitsui Chemicals Industrial Products LTD., a 100% subsidiary of Mitsui Chemicals, was adopted by Yokohama City for road markings to improve cycling etiquette at Yamashita Park in Yokohama. The SILIKAL Art Method enables the easy, speedy, and secure painting of indoor or outdoor floors and walls with any designs.



(Site painted with the SILIKAL Art Method at Yamashita Park in Yokohama; size: 4,000 mm × 900 mm)

Aiming at the event in May 2017, Yokohama City painted road markings with Mitsui Chemicals Industrial Products' SILIKAL Art Method to share the rules of bicycle usage at Yamashita Park, the venue of the event, in addition to increasing the awareness of the city of triathlons and paratriathlons, Yokohama.

Moving forward, the Mitsui Chemicals Group conducts business for the realization of a cohesive society in harmony with the environment as well as health and happiness in an aging society.