

October 27, 2020

Mitsubishi Chemical Holdings Group Commercializes Construction Market Services Based on Advanced Digital Platform

Mitsubishi Chemical Holdings Corporation

Mitsubishi Chemical Holdings Corporation (MCHC; Head office: Chiyoda-ku, Tokyo; President: Hitoshi Ochi) today announced that it has developed building information modeling (BIM) -based software and that MCHC subsidiary Mitsubishi Chemical Infratec Co., Ltd. (Head office: Chuo-ku, Tokyo; President: Yuichi Fukui) this month launched two building façade-related services leveraging the software. The BIM concept has rapidly penetrated the construction industry in recent years, helping to alleviate labor shortages and contribute to environmental goals such as conserving resources, reducing waste, and limiting greenhouse gas emissions.

One new service provides building owners and architects with two- and three-dimensional image simulations of building façades, with high-performance rendering in a cloud environment. The other service provides contractors and fabricators with automatically generated two- and three-dimensional digital fabrication drawings that provide the required level of detail at each step of façade construction-related processes.

In the coming years, the MCHC Group plans to develop similar initiatives in related product areas to serve numerous specialists in the domestic and international construction markets.

Naoko Ichikawa, MCHC Chief Marketing Officer, said, “We are leveraging the Group’s technology, data, and materials expertise in construction and manufacturing value chains to cultivate services that bring together construction materials and software. We will continue to develop new business models that make entire product life cycles sustainable from design to recycling.”

Through these services, the MCHC Group will draw on its collective strengths and continue to deliver new value, while at the same time promoting the sustainable well-being of people, society, and our planet Earth.

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