

Environmentally Conscious Production

Making manufacturing as environmentally friendly as possible to reduce the impact on the environment and combat global warming

Basic Approach

The bulk of the resources and energy used and the substances of concern (SOCs) emitted by Yokohama Rubber are associated with production. Recognizing the particular importance of practicing environmentally conscious production, therefore, Production Environmental Task Forces have been established in the Tire Group and the MB Group to establish a clear framework of executive

responsibility in each of these groups. Yokohama Rubber has established manufacturing and sales companies of tires and MB products in Japan and overseas, and they, too, are pursuing ISO14001 accreditation to ensure that environmental management is practiced throughout the group.

The background image shows Yokohama Tire Manufacturing (Thailand) Co., Ltd., which was ISO14001 accredited in July 2007.

■Tire Group

Pursuing activities that produce multiple benefits



Shinichi Suzuki
Managing Corporate Officer
and General Manager
of Tire Production Div.

What we as a manufacturer have to do is put in place mechanisms to avoid wasteful use of energy and generating more CO₂ than is necessary at the production stage. As we do so, we should bear in mind the importance of not narrowing down our objectives to just one thing. Take the reduction of waste emissions as an example. One hidden cause of waste emissions is unnecessary work, the elimination of which serves not only to cut emissions but also to reduce unnecessary movement by employees, thus killing two birds with one stone. Through such activities, we hope to contribute to the fight against global warming.

■MB Group

Protecting the environment by raising the level of manufacturing



Toshio Izawa
Corporate Officer in charge
of MB Production, General Manager
of Hoses & Couplings Div.,
Chairman & CEO of YH America Inc.,
and Chairman & CEO
of SAS Rubber Company

The MB Division is a synthesis of four product segments—hoses and coupling, industrial materials, Hamatite, and aerospace products—the majority of which are made to order. As the differences in products and production methods make uniform action on the environment across all four segments difficult, our aim is to raise the all-round level of manufacturing rather than focusing solely on the environment. Raising the all-round level of manufacturing in terms of safety, quality, and costs will, I believe, naturally lead to more environmentally friendly manufacturing. The MB-Pi Activities to innovate in production, for example, has been underway for three years, and is already producing results.