

BEYOND PRODUCTS

This series introduces AGC Number-One and Only-One products and the members' firm commitment to One Team.

Fluorinated anti-fouling coating agent with high durability to abrasions

SURECO™

Spearheading new markets for fluorinated coating agents

AGC has been involved in marketing multiple fluorinated coating agents for quite some time. A new series that was launched in March 2017, SURECO™* has a thinner film compared to other products, while also maintaining all the strengths of fluorine. It is also easy to coat and is characterized by its wide array of applications including glass, metal and resin.

With increasing needs for water and oil repellency and higher release properties, it is anticipated to have even more applications in a wide range markets, and in turn more customers.

*SURECO™ is a name that combines the initials of SURface, Enriched and COating.

Among chemical substances, fluorine has low surface tension, while exerting high water and oil repellency when applied to the surface of glass, metal and resin. SURECO™ is an anti-fouling and mold-releasing coating agent. Compared to conventional fluorinated coating agents, SURECO™ has higher durability in terms of abrasion and anti-fingerprint properties, thereby enabling a wider range of applications. While contributing to comfort with its water repellency and anti-fouling properties, it maintains excellent design and appearance of products. In addition, the product is non-flammable, which very much contributes to safety and security, linking to the vision of the Chemicals Company, "Creating a safe, secure, comfortable and environmentally friendly world with chemical technology."

At the Chemicals Company, the Solvents Group with its sales channels is responsible for the product's marketing and sales. It is also positioned as the first product of the Chemicals Company's digital marketing project known as Marketing Automation*.

*Marketing Automation: This is an initiative that utilizes mail magazines, among other platforms, to efficiently search for potential and prospective customers and to use communication tailored for them. A project to efficiently manage business issues while increasing the number.

Entry to wide range of markets is possible

For glass coating, SURECO™ has already been globally promoted, especially in Europe and China, while being displayed at exhibitions in the latter. China is the main global battlefield in terms of business as a smartphone and tablet terminals market with an annual growth rate of 5%. SURECO™ is highly anticipated to increase sales in China.

While competitors provide high-concentration fluorite to customers who in turn must dilute it, SURECO™ is delivered in a diluted state for further customer convenience, which is one of its main advantages.

As SURECO™ can be used for coating a wide range of materials, including metal and resin, there is tremendous potential for a much wider range of applications. We plan to first achieve successful cases in Japan and then advance to overseas markets where similar developments are expected.

