

Founding Principles

For more than a century since its establishment in 1918, the Kansai Paint Group has been providing technologies cultivated in the paint and coating business.

Our founder, IWAI Katsujiro, was a manager with an ESG perspective, someone who emphasized manufacturing and trustworthy relationships, as well as long-term outlooks and social contributions.

Today, the Kansai Paint Group continues to live up to this spirit. With this as our driving force, we will take on the challenge of creating new value and solving global issues.



IWAI Katsujiro,
Founder

Kansai Paint Group Corporate Philosophy

Mission Statement

We leverage superior technology to contribute to our Customers and Society in a sustainable manner, with innovative Products and Services, through a competent workforce, built on a culture of Customer focus, Integrity, and Respect to our Stakeholders.

Core Values



We build strong trust with all stakeholders, by doing the right thing and by taking decisions that enhance the reputation of the organization in Society.



We continuously strive to understand and exceed Customer expectations.



We encourage organization members to take responsibility for their own actions and decisions, show commitment to all stakeholders, and accomplish work in an appropriate and efficient manner.



We respect diversity and embrace cultural and individual characteristics of organization members, customers and communities by showing empathy and understanding the viewpoints of distinct beliefs, philosophies and cultures. We encourage and foster an environment of learning, teamwork and cooperation, that enables the development of all organization members.



We facilitate the emergence of entrepreneurial ideas that have a long-term perspective, originality in thinking, and practicality of execution, taking responsibility to see these ideas through, with ownership at all times. We shall continue contributing to People and Society by providing sustainable value to all stakeholders.



We pioneer Innovation by engaging our collective wisdom and knowledge to create new value propositions, and strive continuously to generate original and novel solutions for products, services, and work processes. We experiment in different and groundbreaking ways to deal with value creation opportunities and challenges, through a deep understanding of the issue at hand.

Corporate Mission

(Established in
January 1967)

1. To further build company credibility with the public and to contribute to society by providing products and services that achieve customer satisfaction.
2. To build on our knowledge and strive for technological innovations in order to improve the company's performance.
3. To harness the collective efforts of all individuals in order to maximize company returns.

Kansai Paint's Corporate Mission is the spiritual backbone of Kansai Paint and has been handed down since the company's foundation, forming the bedrock of the Kansai Paint Group Corporate Philosophy.