

■ Plant Biomass Research Building / Greenhouse

The Greenhouse features oil palms, coconut palms and other plants used as materials for Kao products. Learning more about these plant ecosystems assists our research into next-generation plant-based materials.



Oil palm

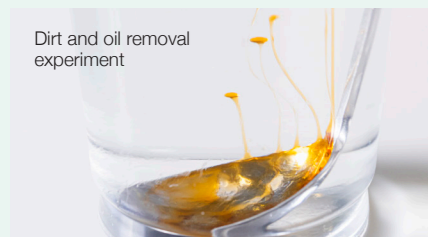


Coconut palm



■ The Eco-Technology Research Center

The Kao Eco-Lab Museum is on the first floor of the Eco-Technology Research Center (ETRC), a comprehensive research facility for developing next-generation environmental technologies. The ETRC consists of the Main Building which is the heart of the research center, the Pilot Research Building, where research is conducted on the larger-scale manufacturing process, and the Plant Biomass Research Building, for research on matters such as improving plant varieties.



Dirt and oil removal experiment



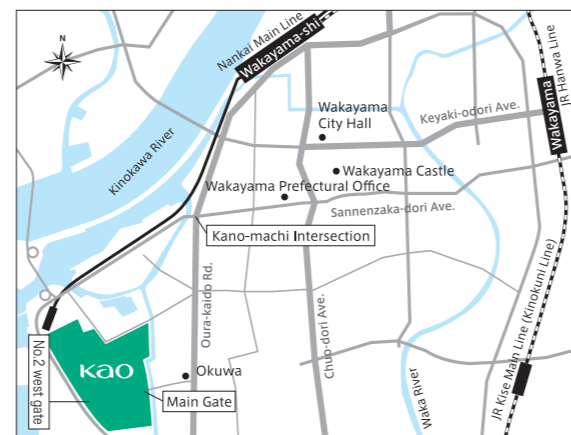
Online tours available

Groups can also tour online.

Have fun learning at the lab for eco-friendly housework

This is a test lab for learning about ecology-conscious housework from a scientific viewpoint. A range of scientific experiments offers fun ways to learn more about housework.

Kao Eco-Lab Museum



Located inside the Wakayama Plant, Kao Corporation
1334 Minato, Wakayama 640-8580

This logo represents people gathering at the "forest of learning" developed under the "eco together" theme. The logo represents the trees which make up a forest, as well as surfactants, the main ingredient in many Kao products.



<https://www.kao.com/global/en/corporate/outline/location-list/eco-museum/>

- **Hours** 9:30 am to 4 pm
- **Closed** Saturdays, Sundays, public holidays, company holidays and New Year holidays
- **Admission** Free (advance booking required.) Please visit our website for more details. Tel. 81-73-426-1285 (Reception hours: 9:00 a.m. to 4:30 p.m.)
- **Access**
 - Approx. 20 min. by taxi from JR Wakayama Station (Approx. 40 min. by limousine bus from Kansai International Airport to JR Wakayama Station)
 - Approx. 10 min. by taxi from Nankai Main Line Wakayama-shi Station



Sister Facility

■ Kao Museum (Sumida Ward, Tokyo)

Kao Yesterday and Today

This museum presents Kao's history and commitment since foundation to the promotion of the culture of cleanliness and cleaner everyday life. Exhibits, visuals and hands-on activities feature how Kao products have helped to improve daily living through the culture of cleanliness, Kao's business activities and latest initiatives.

- **Closed** Saturdays, Sundays, public holidays, company holidays and New Year holidays



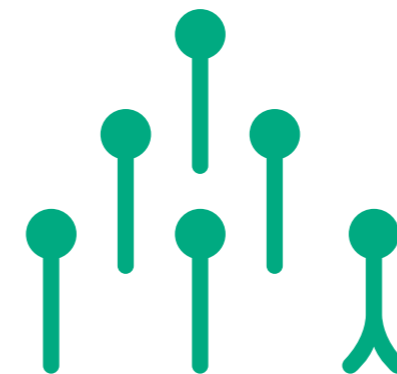
- **Admission** Free (advance booking required.) Please visit our website for more details.
- **TEL** 81-3-5630-9004 (Reception hours: 9:00 a.m. to 4:00 p.m.)
- **Address** Located inside the Sumida Office, Kao Corporation 2-1-3 Bunka, Sumida, Tokyo 131-8501

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Kao's water-based pigment inkjet ink, LUNAJET, decreases volatile organic compound (VOC) emissions.

The use of 100% water-based inks in printing has been certified.



Kirei—Making Life Beautiful



kao
ecolab.
museum

Kao Eco-Lab Museum



Discovering and Experiencing "eco together"

A facility built to communicate information about the environment and Kao's ecology-conscious technologies

Most Kao products are used by consumers in daily life. That's why Kao practices "eco together," incorporating an ecology-conscious viewpoint in everything from the selection of materials to waste disposal, aiming for more ecology-conscious product development and manufacturing.

The Kao Eco-Lab Museum, where visitors can experience cutting-edge technologies, is part of these activities. Stimulate your mind, your body and your heart through the exhibits, films and hands-on activities, to learn about the earth's environment today and about Kao ecology.



Think together about the earth's environment

What's happening on the earth today? What can we do about it? The Kao Eco-Lab Museum examines what is happening on the earth today, through three themes: "Global warming continues"; "Water—essential to our survival and everyday life"; and "Biodiversity."

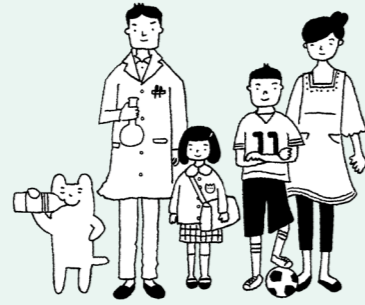


Experience Kao ecology

Learn about Kao's cutting-edge ecology-conscious technology and how Kao's creation of products reduces impact on the environment. Exhibits, films, and hands-on activities feature how Kao takes into account the environment through the product lifecycle, from selecting materials to waste disposal.

Welcome to the Kao Eco-Lab Museum

The Kao Eco-Lab Museum features environmental themes and Kao's ecology-conscious approach to product development and manufacturing throughout the course of product lifecycle. Designed to create the impression of a "forest of learning," the Kao Eco-Lab Museum invites visitors to think about how to be more aware of the environment in daily life.



Kiyono Family



● Environmental awareness

When you understand what the earth is like today, you'll see what's important in your daily life

With input from subject experts, the Kao Eco-Lab Museum examines what is happening on the earth today under three themes: "Global warming continues"; "Water—essential to our survival and everyday life"; and "Biodiversity."

■ Global warming continues

Rising CO₂ emissions due to increased human activities are creating a strong impact on global warming. This section explains how global warming occurs and what is being done about it for the future.



■ Water—essential to our survival and everyday life

This section features how humans and water are interconnected, and the role of water in our daily lives. See the links between life in Wakayama and water along the Kinokawa River.



■ Biodiversity

Explore biodiversity through the interconnectedness of living creatures and natural treasures. A diorama represents *satoyama* (managed woodlands) in Wakayama, including live Japanese rice fish, and illustrates the interdependence of various forms of life.



● Kao Eco-design



Eco-friendly products designed with people and the earth in mind

Kao's products have evolved over the years, incorporating various improvements from the viewpoint of consumers. Visitors can learn about the changes that have taken place and the secrets behind Kao's ecology-conscious creation of products.



● Selecting materials



Soaps and detergents born from the blessings of nature

Learn through virtual experience about the properties of various raw materials and where they grow. You can discover ingredients from palm trees and other plants, how surfactants work, and more about what Kao is doing to discover new ingredients of the future.



● Making products



Manufacturing that conserves precious water and resources

Learn about Kao's ecology-conscious manufacturing—the ways in which we minimize the use of water, energy and materials when manufacturing our products, re-use resources and reduce amounts of waste produced—and the latest technology.



● Transportation and retail



Brimming with eco-friendly transportation ideas

Reducing package size and packing items differently means more products can be transported per shipment, reducing shipment frequency and helping to reduce CO₂ emissions during transport. This exhibit reproduces store displays to illustrate how to be more environmentally friendly when transporting products and in stores.



● Using products



Eco together in daily life

Learn about ways to be more ecology conscious in daily life through Kao's fictional Kiyono family. Discover what we can all do to reduce water and electricity consumption.



● Waste disposal



Reducing waste, starting with packaging

Once product contents are used up, the packaging is discarded. Kao uses compact packaging, refills and replacement parts to cut down on waste. Using actual packaging, this display demonstrates the impact of these changes. Packaging recycling is also introduced.



● Chemical products corner

Chemical products that contribute to an eco-friendly society

An introduction to Kao's environmentally friendly technologies that contribute to various aspects of life and society, such as social infrastructure such as civil engineering, construction, and mobility, information materials like printing and electronics, and food and agriculture.

