

Permacel/Permacel Automotive, Inc., Research Centers



Permacel

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[Summary]

In this article I will introduce the research and development centers of Permacel and Permacel Automotive, both of which are Nitto Denko production bases in North America.

Permacel (PC), which was acquired by the Nitto Denko Group in 1988, manufactures and sells various kinds of tape, EPT-Sealer EPDM rubber foam, and Nitohard automotive panel stiffener. Nitto Denko Group bought Permacel Automotive (PCA) from the old Acousta-Seal Corporation in December 2002 in order to strengthen its position in automobile-related businesses in North America. By adding PCA to its North American portfolio, Nitto Denko has been

able to successfully add America's Big 3 auto manufacturers to its list of customers in the automotive materials business. The acquisition has also made it possible to expand its NVH (Noise, Vibration, Harshness) product lineup. It is our hope that these companies will play an important role in enabling the Nitto Denko Group to continue to grow successfully as it seeks to increase value for customers throughout the world.

In this article we will focus on the research and development facilities of both companies, taking tape development as an example and introducing the efforts that are being made in the automotive-related business segment.