



**Teijin wins EcoBalance
Best Business Practices Award**

Teijin has received the EcoBalance Award for Best Business Practices at the 12th Biennial International Conference in Kyoto for its Customer Benefit Model.

Financial and ecological benefits

The Customer Benefit Model makes it possible to show the intrinsic sustainable character of Twaron® aramid in its function, providing a clear picture of the potential benefits across the entire value chain. The Award honors the most outstanding practices in terms of scientific value and significance, as well as the practical significance of studies in business.

“Teijin defined a function-related Customer Benefit Model over the life cycle and commissioned established verifiers to enable double checking. This enables them to identify hotspots, allowing suppliers and customers to focus on the relevant aspects without running the risk of greenwashing or ignoring aspects. It really supports sustainable decision making and communication in a reliable way and justifies sustainable business cases.” says Martin Baitz, member of the jury at the 12th Biennial International Conference on EcoBalance in Kyoto and Director of Thinkstep.



Key benefits of using Twaron®/PET hybrid in tires:

- > **Less raw material costs than a carcass with rayon**
- > **33% better for the environment on raw materials only**
- > **Lower weight**
- > **Less emissions for the tire in use**

Twaron®

Be sure.