

December 5, 2024

Yazaki Corporation

Yazaki North America Launches Innovative Sustainability Project in Mexico with TOWING Co., Ltd. and Nagase & Co., Ltd.

Yazaki North America (YNA), the US Subsidiary of Yazaki Corporation, announced a new exploratory project aimed at enhancing sustainability and corporate social responsibility efforts in Mexico. This initiative, in collaboration with TOWING Co., Ltd. (TOWING) and Nagase & Co., Ltd (Nagase), seeks to address environmental challenges through innovative agricultural practices. With this project, the three companies aim to strengthen sustainability and corporate social responsibility (CSR) initiatives in Mexico.

The project will conduct a Proof of Concept (PoC) utilizing “Soratan” which is a soil improvement material developed by TOWING that simultaneously reduces greenhouse gas emissions and, minimizes chemical fertilizer and facilitates organic conversion. The PoC will be conducted in the state of Guanajuato, Mexico, where Soratan, developed using locally sourced materials, will be combined with local organic fertilizer to grow lettuce and evaluate the results.

Mexico faces significant environmental challenges, including soil degradation. By addressing this issue with Soratan, the project aims to promote decarbonization through carbon sequestration in the soil, reduce dependence on chemical fertilizers, and support sustainable agricultural solutions. The project started in November 2024, with the harvest scheduled for February 2025.

YNA, with a strong regional footprint in Mexico and Central America, is committed to contributing to environmental stewardship in the region. This collaborative project underscores Yazaki’s dedication to supporting local communities and addressing critical environmental issues.

About TOWING Co., Ltd.

- Company Name : TOWING Co., Ltd.
- Headquarters : Nagoya, Aichi Prefecture, Japan
- Representative : Kohei Nishida, CEO
- Business Overview : Manufacture, sales, and implementation support of Soratan
- URL : <https://towing.co.jp/>

About Nagase & Co., Ltd.

- Company Name : Nagase & Co., Ltd.
- Headquarters : Chiyoda-ku, Tokyo, Japan
- Representative : Hiroyuki Ueshima, President
- Business Overview : Import/export and sales of chemicals, synthetic resins, electronic materials, cosmetics, health foods, and more
- URL : <https://www.nagase.co.jp/>

About Yazaki North America, Inc.

- Company Name : Yazaki North America, Inc.
- Headquarters : Michigan, USA
- Representative : Kenichi Fujisawa, CEO
- Business Overview : Research, development, design, manufacture, and sales of automotive components
- URL : <https://www.yazaki-na.com/>



[Soratan]



[Application]



[PoC Site]

For inquiries regarding this matter, please contact:

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