

News Release Dated August 28, 2025

Company name: JCU CORPORATION

Representative: Masashi Kimura, Chairman and CEO

JCU Adds the JEOLUMIS Brand for Environmentally Responsible Surface Treatment Chemicals

Products are for seven processes used by automakers; eliminates or reduces harmful substances and lowers the use of resources

JCU Corporation (Chairman and CEO: Masashi Kimura) has launched the JEOLUMIS brand that is used for surface treatment chemicals with a low environmental impact. This brand is primarily for decorative and functional surface treatment chemicals used during the production of automotive parts. JEOLUMIS products provide more added value involving products and technologies that are beneficial for the environment and people. The first step for this new brand is the launch of chemicals for seven processes. The lineup includes chemicals with no hexavalent chromium, per- and polyfluoroalkyl substances (PFAS), lead, cadmium, and other harmful substances. Products also help conserve resources by lowering the use of palladium, which is a precious metal. JCU will continue to increase activities for supplying products that have a smaller environmental impact and use smaller amounts of resources.

JEOLUMIS surface treatment chemicals were developed for use with finished products and technologies that have three major characteristics. First is the reduction or elimination of substances that are harmful to the natural environment or people in product development. Second is the conservation of resources by improving product life cycles. Third is a contribution to achieving carbon neutrality by lowering carbon dioxide emissions. JEOLUMIS combines “GEO,” the Greek word for the earth, and “LUMEN,” which means light or brightness. This name was chosen to express JCU’s commitment to playing a role in the creation of a bright future for the world. This commitment includes the goal of a society that is in harmony with the environment and where people coexist with nature.

The lineup of JEOLUMIS products covers seven processes. Etching chemically forms a rough surface on resin. Catalyzation is the addition of a catalyst to increase the rate of a chemical reaction. Electroless nickel plating uses electricity to form thin coatings of nickel. Electrolytic copper plating is used to form a shiny surface. Chrome plating produces an attractive metallic surface and prevents rusting. Chemical treatment further increases rust resistance. The development of a product for the seventh process, electrolytic nickel plating, is under way. There is an urgent need at manufacturers of automotive parts, faucets, and other decorative and functional components for more activities to protect the environment. JEOLUMIS products will enable these companies to manufacture products that are more environmentally responsible while maintaining consistently high quality.

The first line up of products under the “JEOLUMIS” brand

Processes	Products	Features
Etching	JEOLUMIS MSE-300	<ul style="list-style-type: none">• No hexavalent chromium• No per- and polyfluoroalkyl substances (PFAS)
Catalyzation	JEOLUMIS MSE-400	<ul style="list-style-type: none">• Conserves resources by using only a small amount of palladium (a precious metal)
Electroless nickel plating	JEOLUMIS MSE-600	<ul style="list-style-type: none">• No nitrogen compounds subject to wastewater restrictions• No lead and cadmium, which are restricted substances• A better working environment
Electrolytic copper plating	JEOLUMIS DF-10	<ul style="list-style-type: none">• A better working environment
Electrolytic nickel plating	(Under development)	
Chrome plating	JEOLUMIS JTC series	<ul style="list-style-type: none">• No hexavalent chromium• No per- and polyfluoroalkyl substances (PFAS)
Chemical treatment	JEOLUMIS KS-10	<ul style="list-style-type: none">• No hexavalent chromium• Energy conservation

Products in the decorative and functional category account for about 20% of all sales of surface finishing chemicals at JCU. By using expertise gained over many years and its numerous accomplishments, JCU plans to use the new JEOLUMIS brand to be a source of new added value for a large number of customers. Providing this value will enable JCU to play a role in solving environmental problems that are urgent issues for society. These activities are one way that JCU is determined to accomplish its Vision for 2035 of becoming a global organization that continuously grows with society by fully utilizing distinctive strengths and making contributions to society and protecting the environment.



Photo: A car door handle plated using JEOLUMIS series

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