

2024.08.29

Mitsui Chemicals, Inc.

## Mitsui Chemicals, Enoshima Electric Railway and Tanseisha Start Trial to Enhance In-Train Experience

Enhancing the view from Enoden train windows with posica™ kukkiri™ film so passengers can enjoy more vivid scenery in comfort

Mitsui Chemicals, Inc. (President & CEO: HASHIMOTO Osamu), Enoshima Electric Railway Co., Ltd. (President & Representative Director: KURODA Satoshi; hereinafter “Enoden”) and Tanseisha Co., Ltd. (President & CEO: KOBAYASHI Osamu) today announced that they will begin trialing posica™ kukkiri™ film on the windows of some train cars on August 31, 2024. The hope is that the film will enhance the in-train experience for passengers by reducing glare from sunlight, while making the scenery more vivid.

### 車内での体験価値の 向上にむけた 試験運行を開始

運行開始	2024.8.31
試験車両	500形 2編成



Developed via a collaboration between Mitsui Chemicals and Tanseisha, posica™ kukkiri™ film is a window film inspired by the concept of “positively and beautifully changing the world.” It reduces glare from sunlight while making the sea, blue skies and other scenery appear more vivid. The film has been adopted in various spaces, and has been particularly well received when applied to the windows of hotels and restaurants with excellent views. This trial marks the first time the product has been installed in train cars.

In the Enoden trial, passengers will be able to experience how glare from sunlight and the vividness of the passing scenery differs from that seen from regular train windows.

Through the trial, the participating companies will seek to provide a more vivid and comfortable in-train environment by enhancing everyday scenery.

### Overview of the Trial

For this trial, the posica™ kukkiri™ film will be applied to some windows in 500 series train cars. Passengers on the trial train cars will be able to compare the windows with and without the posica™ kukkiri™ film. Additionally, for a limited time, a survey will be conducted on the differences in the appearance and perception of the scenery seen through the windows.

**Period:** From Saturday, August 31, 2024, for about one year (may end early).

**Trial Train Cars:** 500 series, 2 sets.

\*Please note that the trial will not be conducted on train cars other than the 500 series. Please also note there may be days when the trial train cars are not in operation due to inspections, etc. For information on the operation of the train cars, please check the Train Location Information section of the Enoden website on the day of your journey.

**Details:** One window per car will be fitted with the posica™ kukkiri™ film as an experiment, so that the windows with and without the film are side by side.



### Roles of Each Company

<b>Enoshima Electric Railway Co., Ltd.</b>	<ul style="list-style-type: none"> <li>● Providing the train cars for the trial</li> <li>● Cooperating in the PR of the trial and the survey</li> </ul>
<b>Tanseisha Co., Ltd.</b>	<ul style="list-style-type: none"> <li>● Overall planning and management of the trial</li> <li>● Planning and management of the survey</li> </ul>
<b>Mitsui Chemicals, Inc.</b>	<ul style="list-style-type: none"> <li>● Providing the posica™ kukkiri™ film</li> <li>● Overall planning of the trial</li> <li>● Planning of the survey</li> </ul>

## About posica™ kukkiri™ Film

Developed by Mitsui Chemicals, posica™ kukkiri™ film uses Mitsui Chemicals Inc.'s proprietary dyestuff technology to selectively cut yellow light, enhancing the clarity and brightness of the view through windows. The brand name reflects the desire for people to feel brighter and more positive by viewing the world through the posica™ kukkiri™ film. By applying the film to windows, colors such as the blues of the sky and the sea, green trees, and red flowers appear more vivid, while clouds look whiter against a blue sky. The film also has functions that prevent glass shattering and filter out 99 percent of UV rays, providing a richer spatial experience while protecting the interior. posica™ kukkiri™ film is sold by Mitsui Chemicals Fine, Inc., a 100% subsidiary of Mitsui Chemicals.

•Mitsui Fine Chemicals posica™ kukkiri™ film sales

<https://www.mkf.co.jp/development/posica>

•Tanseisha page introducing posica™ kukkiri™ film

<https://www.tanseisha.co.jp/solution/closeup/posica>



Visual effects of posica™ kukkiri™ film (Image Photos)

## Overview of the Survey Campaign

The first 150 passengers who use the 500 series train cars trialing the posica™ kukkiri™ film and cooperate in completing the survey will receive an exclusive pack of Hi-Chew (grape flavor, not for sale) featuring Enoden's official mascot Enon-kun.



**Period:** From Thursday, September 12, 2024, to Monday, November 11, 2024.

**How to Participate:** Scan the QR code from the advertisement posted inside the trial train cars (500 series) and complete the survey. \*Please note that the campaign is not being conducted on train cars other than the 500 series.

**How to Receive the Gift:** Show your survey response screen at the cash register counter at one of the Enoden goods shops listed below.

<b>Enoden Goods Shop Fujisawa</b>	Opening hours 9:00 - 19:00	21-1 Minami-Fujisawa, Fujisawa City, Kanagawa Prefecture (right next to Enoden Fujisawa Station).
<b>Enoden Goods Shop Enoshima</b>	Opening hours 10:00 - 18:00	1-8-5 Katase Kaigan, Fujisawa City (right next to Enoden Enoshima Station).
<b>Kotonoiichi Kamakura</b>	Opening hours 10:00 - 19:00	Inside the concourse of Enoden Kamakura Station (cannot be accessed from outside the station).

For inquiries relating to this release, please contact:

Corporate Communications Division, Mitsui Chemicals, Inc.

Inquiry form: [https://form.mitsuichemicals.com/corporate/cc\\_pr\\_csr\\_en](https://form.mitsuichemicals.com/corporate/cc_pr_csr_en)

For inquiries about posica™ kukkiri™ film sales and technology, please contact: Mitsui Chemicals Fine, Inc. New Business Development Division

E-mail: [MFC-posica@mitsuichemicals.com](mailto:MFC-posica@mitsuichemicals.com)