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KANEKA CORPORATION

KANEKA Biodegradable Polymer Green Planet™ Adopted for Shimano's Fishing Lures

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) has announced that its KANEKA Biodegradable Polymer Green Planet™ (hereinafter "Green Planet") has been adopted for fishing lures manufactured by Shimano Inc. (Headquarters: Sakai City, Osaka; President: Taizo Shimano; hereinafter "Shimano").

Fishing lures are commonly manufactured from general-purpose plastics. As a result, lost lures in marine or freshwater environments may contribute to plastic pollution and pose an additional environmental burden. Green Planet is a 100% biomass-derived biodegradable polymer developed by Kaneka based on our desire to provide environmentally friendly solutions that do not depend on petroleum resources. Due to its biodegradability into CO₂ and water by microorganisms living in soil and seawater, it can contribute to solving the problem of marine plastic pollution.

By combining Shimano's advanced design and manufacturing technologies with the material properties of Green Planet, Kaneka and Shimano have succeeded in meeting the demanding quality requirements expected of fishing lures — including operability and the durability needed for repeated use — leading to the development of this product. Shimano is actively committed to resource circulation and reducing environmental impact by promoting the 3Rs (Reduce, Reuse, Recycle) through such initiatives as reducing single-use resources in replacement parts for bicycles and plastic packaging materials for fishing rods, and reusing and recycling logistics-related materials.

Based on our mission of KANEKA thinks "Wellness First", Kaneka provides value globally as a solution provider. Using our proprietary polymer technology and biotechnology, we aim to advance Green Planet globally for a sustainable society, applying solutions not just to single-use plastics like straws and cutlery, but also to durable consumer goods, as demonstrated by the current example.



A sample of lure using Green Planet
Product name: Salvage Solid 70S (Picture provided by Shimano)