

2017年5,6月号

Fastener World」 Num.164 に掲載されました。

SPECIAL FEATURE



### Japan's No.1 Screw Giant Set out to be on Top in the World Market - Nitto Seiko Co., Ltd.

by Dean Tseng, Fastener World

Established in 1938, the listed Nitto Seiko started off as a special clock and dial gauge maker. Later, it expanded from making flow meters (now Nitto's inspection equipment division) to industrial fasteners (now its core business) and finally automatic screw fastening machines (now the automatic assembly machine division). These divisions are the 3 pillars of Nitto offering the world's one and only total solution covering screws, fastening machines, inspection, and even cleaning device.

#### 3 Business Pillars of Nitto

In its **industrial fastener division**, Nitto mainly offers self-tapping screws and numerous fasteners tailored to be adapted to the properties of resin and metal. It has shipped 90,000 types of products to the world. It also prides itself on the Japanese first precision screws (M1.2-M2.6) and micro-screws (M0.6-M1.0) put into mass production, related screwdrivers and inspection device, as well as its R&D on unique screws tailored to earth-friendliness, weight/cost reduction and new material requirement sought by the automotive and appliance industries. Its **assembly machine division** offers design/manufacturing/assembly line service, as well as screw fastening machines with the highest market share with auto-feeding and multiple simultaneous screw fastening functions that offer consistent fastening performance and variable torques tailored to target materials. Its **inspection equipment division** has GeoKarte (screw driving sounding test & Swedish weight sounding test machine) taking 80% of Japan's automatic ground investigation market share, and volumetric/turbine/mass flow meter, as well as micro-bubble washer that uses micro-level bubbles to achieve cost-saving and eco-friendly cleaning without the use of solvents.

#### Diversified Marketing & Business Expansion

Nitto rolled out a mascot character, an app sticker, and even published a book about "the 77 Life Lessons Learned from Screws". Its marketing revolves around a critical idea—to bond with people like screws bond objects altogether. This screw giant surprised everyone when it rolled out MUELIGHT—an LED bulb speaker sold through its subsidiary as a part of strengthening partnership and building broad sales routes. Additionally, Nitto has factories in Taiwan, Malaysia, Thailand, Indonesia and China, all of which do not only focus on particular product types but offer various types for the sake of "localized production and consumption". Recently Nitto has been working on establishing overseas bases and network focused on trading and distribution. Nitto president Mr. Masami Zaiki said in an interview with Fastener World Magazine, "We perform particularly well in the U.S., China, and Indonesia. The global market condition is ever-changing and thus we will strive to achieve 120% customer satisfaction and establish a globalized Nitto while offering products to our global customers."

#### Nitto's Outlook

"We keep aware of the significant global influence of the U.S. and European economies when running our business. We also set our foot in the medical and food industries that are less prone to be affected by the economy. I think the domestic demand this year will rise mildly due to 2020 Tokyo Olympics, but we can't overlook the uncertainty of demand due to the expected population decline in Japan. Nitto will speed up its globalization particularly in the emerging Asian countries," said the president. Nitto has been enhancing business in the automotive industry that emphasizes "weight reduction" and rolling out new products like the lightweight "CF Tight" carbon fiber reinforced plastic self-tapping screw. Nitto will exhibit at M-Tech Osaka and you are welcomed to see what Nitto as a globalized maker can present to you.

Contact: Mr. Hiroomi Takami (Email: takami@nittoseiko.com)

Nitto Seiko