

NITTOSEIKO's innovative technologies support global industry

From the unique AKROSE to microbubble generators, NITTOSEIKO is looking to push its technologies further in the global market.

Founded in 1938, NITTOSEIKO has been a respected manufacturer of industrial machinery, fasteners and screws for over 80 years, with established bases all over the world.

With Japanese production costs rising in recent years the company has shifted to the production of value-added, special screws for the domestic market, with the manufacture of standard screws taking place in countries like Indonesia and Thailand.

Company president Masami Zaiki explains the group's outlook: "Our business is not to pro-



Various precision screws

duce the screws themselves, but to provide a solutions business where we propose solutions to customers' problems using technology in order to enhance their performance and productivity."

One such example is the development of AKROSE, a patented cold-heading technology that attaches different kinds of metals like aluminum and copper, and is currently generating a lot of business opportunities in the battery industry.

As Mr. Zaiki explains, cold-heading technology can help achieve significant energy

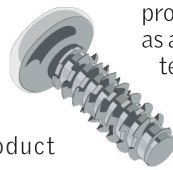
savings, and the company performs simulations during the design phase to confirm how the final product will be formed.

NITTOSEIKO's policy of developing all machine tools in-house, meanwhile, creates advantages for their clients in an already competitive market.

Mr. Zaiki adds: "Take, for example, a 0.6mm diameter screw. If you tried to make such a thing, you would use a cutting machine, but we are one of the companies that can make it using heading and rolling technology. With the header we developed in-house, we can mass-produce such items with high precision, ensuring the quality is consistent." In this case, the part is then supplied to the watch industry.

Elsewhere, the weight of the company's FM514VZ automatic screwdriver has been reduced by 30%, while the group's unique microbubble technology is being trialed in both the agriculture and aquaculture industries.

Industrial components require oil, which in turn needs to be cleaned using a chemical agent. NITTOSEIKO's microbubble cleaning device, BubbRemo, however, requires only water and air to run. As well as bringing obvious environmental benefits, the technology is also highly efficient. "Our microbubble generator has been recognized for its microbubble generating performance and was the first



Tapping screws for plastic (GIZA TITE)

product in Japan to be certified as a product utilizing fine bubble technology," Mr. Zaiki explains.

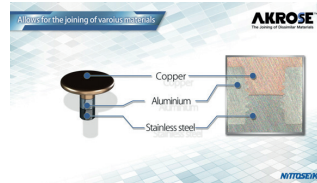
New products based on this technology, which has been verified by universities, have already been launched for applications in hair salons.

Having previously pursued the development of technology, intellectual property and R&D independently, NITTOSEIKO is now looking to collaborate with like-minded firms in order to enhance the group's growth strategy.

An established presence in countries/regions such as Taiwan, Hong Kong, China, Indonesia, Thailand, Malaysia, the U.S. and South Korea, the company is aiming to expand into Europe. "We exhibited at an exhibition in Germany in May this year," Mr. Zaiki says, "and we would like to increase our presence in Europe in the future. Europe is likely to be our next target."

But the future of the company is not just about growth and international expansion. "We also want to contribute to society," Mr. Zaiki confirms.

In earthquake-prone Japan, he explains, ground inspection is required before the construction of single-family houses. NITTOSEIKO



The joining of dissimilar materials (AKROSE)

EIKO currently has a 90% share of the domestic market for the equipment used to perform such inspections, a profitable line of

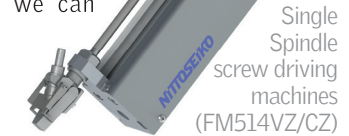


"We are pursuing new technology and special products that our competitors do not have, and we are trying to cater to our clients' needs."

Masami Zaiki, President, NITTOSEIKO Co., Ltd.

products which is also, crucially, of tangible benefit to society.

"We believe that we can



Single Spindle screw driving machines (FM514VZ/CZ)

contribute to any market in the world," Mr. Zaiki states.

As proof, he cites the example of the group's GIZATITE fastening technology, which is resistant to heat and vibration, and can be applied to mobile phones and cars.

Though when pressed on his legacy, Mr. Zaiki highlights the importance of enhancing the group's revenue, while it is clear that the wellbeing of NITTOSEIKO's employees is also an issue close to his heart.

"We are putting a lot of effort into taking care of people, into educating our employees. I want to achieve revenue growth in my time here, of course, but I would also like to see our employees working energetically and enthusiastically towards that goal."

NITTOSEIKO
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