

Satisfaction for Society

We will review the current situation in totally new ways, and create products, services and systems that are more convenient, comfortable and environmentally friendly than ever before. We will deliver peace of mind, safety, excitement and satisfaction to all members of society and enrich their daily lives.

Materiality

Creating products and services with value via unique designs and ideas

Creating new business models by transforming value chains

Using DX to provide innovative individual customer experiences

Boosting product quality and ensuring safety

Disclosure of product information

Promoting partnerships with local communities

Related SDGs

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
17 PARTNERSHIPS FOR THE GOALS



“ Highlights in 2023 ”

Primary topics

Received Good Design Award

Two of our products, office furniture and stationery scissors, received the “2023 Good Design Award”.

10 consecutive years

of Scholarship Program for Vietnamese Students

We have continued our Scholarship Program for Vietnamese university students and elementary school students for 10 years.

Optimization of logistics

for “2024 Issues”

We aim to optimize logistics by using smart delivery to reduce the number of deliveries and deploying automatic delivery systems to warehouses.