To enrich people's lives and contribute to their greater happiness and well-being by devoting our wholehearted energies and advanced technology to the creation of beneficial products.

— Management Policies —

- Take on the challenge of new technologies to produce new value.
- Develop proprietary business fields to expand the scope of business.
- Create a workplace that values, improves and energizes people.
- Deal fairly with society and value harmony with the environment.

— Action Guidelines —

- Develop ourselves so that we may give our personal best.
- Trust, challenge and improve one another.
- Nurture a welcoming, open spirit.

— Corporate Slogan —

Excellence by nature

— CSR Slogan —

Caring for the Future

Caring for the Future
Make life more fulfilling for people everywhere.

Products
Deliver fun and peace of mind.

The Earth
Leave a sound environment to future generations.

People
Build on each other's strengths.

Community
Earn the confidence of our neighbors.

Corporate Governance
Lay a solid foundation for fulfilling social expectations.