Corporate Philosophy

Basic Philosophy

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

Corporate Slogan

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

Excellence by nature

The Founding Spirit

- 1. Production business is a social service. Its purpose is to make people's lives more convenient and enjoyable. Its aim should be to offer good, useful products at moderate prices.
- 2. There must be a basic commitment to delivering quality products unrivaled by those of competitors.
- 3. Management should adhere to the principles of fairness and consideration. The mission of a fair, honest management is to ensure capital, share the fruits of endeavor with its workers, and fulfill its responsibilities to consumers to act, in other words, rationally.
- 4. A company should have as few employees as possible and make the best use of the productivity of machines. This is the great secret for improving efficiency.
- 5. The success or failure of a business depends on how much one is willing to study, and with how much determination, to mutually improve and grow. Accordingly, one must make a great effort.

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