



Sanko and Tensho's plant in Mexico supports U.S. sales.

TURNING HISTORY INTO GLOBAL GROWTH

Tensho aims to expand with Sanko, its largest shareholder and a leader in plastic products for logistics.



TADAHIKO ISHIKAWA
PRESIDENT,
SANKO AMERICA CORPORATION
CHAIRMAN,
TENSHO ELECTRIC INDUSTRIES CO., LTD.

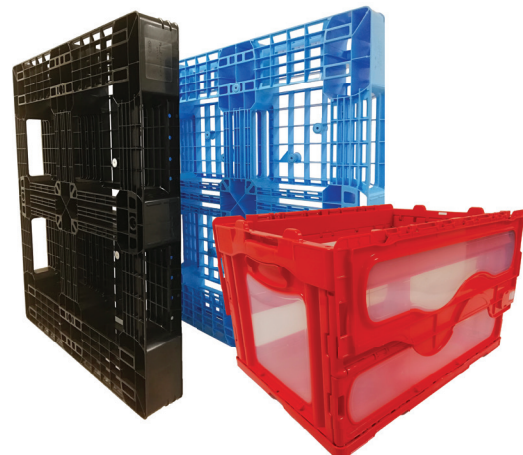
AIMING TO DELIVER THE BEST POSSIBLE quality has always been the cornerstone of the business plan for Tensho Electric Industries. As one of the oldest companies of its type in Japan, with a history stretching back almost 90 years, the plastics firm has enjoyed generations of domestic success working alongside vital industries such as the automotive sector.

Its leaders now hope to play an important role in high-tech developments, such as electric and autonomous vehicles, that are likely to require lighter plastic components instead of metal.

Chairman Tadahiko Ishikawa is hoping to capitalize on the firm's success to usher in a new era of international growth. He is working to expand the firm's interests in the logistics industry around the world, with particular focus on overseas collaborations in the Americas, through its interests in the U.S. and manufacturing plant operations in Mexico. "We want to diversify. Although we are in a very good position in the automotive sector, we wish to refine our plastics technology further and grow stronger as a business. In the U.S., via our Sanko America entity, we are targeting the logistics field," says Ishikawa. In 2022, Tensho opened a new factory to produce plastic logistics products, and with business in full swing, it is already operating at full capacity. The company's logistics solutions include plastic pallets and collapsible containers used in super-market chains around the U.S. "The reason we originally started here is because of Sanko's shareholding within Tensho.

Sanko is one of the biggest logistics product providers, boasting a majority market share that extends from plastic pallets to cases and containers used in a variety of manufacturing industries," says Ishikawa.

No matter which sector the firm is working with, or which global markets it operates in, the most important element in the success of Tensho will be maintaining the traditional Japanese quality standards that have remained integral for almost nine decades. To this point, Ishikawa added: "With more than 85 years of history, we can tell that the Japanese way of precision has allowed us to excel as a business. Blending this heritage with the hard work and innovation of local employees at our U.S. entity, we are poised to make a positive impact in the logistics field." ■



Tensho manufactures a wide range of plastic products for diverse industries and markets.

For more information:
www.tensho-plastic.co.jp
info@tensho-plastic.co.jp
+81 3 6805 2577

TENSHO



JAPAN'S SUSTAINABLE STRENGTHS

Green issues are playing a major role in business.

JAPAN IS PERHAPS BEST KNOWN FOR ITS BUSTLING CITIES AND powerful economy. However, it's also a nation with enviable natural wonders that the Japanese people both cherish and seek to protect. Japan's 35 national parks and 57 quasi-national parks, encompassing rich forests, towering waterfalls, and pristine rivers cover roughly 10% of total landmass. In recognition of the sustainable development goals (SDGs), supporting the local environment and green issues is now a priority for many companies. This includes hose manufacturer Nichirin, according to representative director and president Hiroyuki Soga. "We applied for, and have already received, Science Based Targets Initiative certification, and we are also looking at many other certifications related to climate change, water, and the environment. We are eager to get any kind of approval or qualification related to the SDGs so we can show that Nichirin is actively contributing to local and societal needs," says Soga. Working in synergy with nature and the environment is baked into the philosophy of Saishunkan Pharmaceutical. "Our company is based on the concept that humans are also a part of nature. We aim to harness nature's blessings for human benefit, create sustainable cycles, and strive for coexistence with nature," says Saishunkan Pharmaceutical president Masaaki

Nishikawa. "This philosophy is embodied in our Kumamoto headquarters, where 70% of the 290,000-square-meter site is designated as green space," he adds.

Japan's incredible natural resources have enjoyed a spike in popularity, with activities such as camping (and its high-end counterpart glamping) booming during the pandemic. LOGOS has also embraced nature through its outdoor cooking and camping product ranges. "Japan, being a mountainous country with four seasons, provides different natural experiences throughout the year," says LOGOS president Shigeki Shibata. "Many camping sites now offer high-quality services and well-organized tents to provide amazing experiences. Glamping offers a unique way to experience outdoor activities and is shifting the focus from mere sightseeing to engaging in activities," he adds. Isamu Tatsuno, president of Montbell, agrees. "The Japanese environment is truly remarkable, offering access to the ocean, mountains, and rivers. The abundance of outdoor activities is something that people here truly cherish," says Tatsuno. "We aim to instill an appreciation for nature and emphasize the importance of caring for our environment. We are committed to encouraging people to understand the value of our natural surroundings," he adds. ■

BUILDING GLOBAL SUCCESS BY CONNECTING WITH BRAND GIANTS

Agility is vital for hose manufacturer **Nichirin's** international operations and sales.



"With our robotic technology, we would like to support small and medium-sized enterprises suffering from a lack of manpower."

HIROYUKI SOGA
REPRESENTATIVE DIRECTOR AND PRESIDENT,
NICHIRIN CO., LTD.

NICHIRIN, A JAPANESE INDUSTRIAL HOSE MANUFACTURER AIMS TO be as flexible as its flagship products when it comes to navigating financial trends and currencies. To mitigate fluctuations, Nichirin employs standardized manufacturing for ease of relocation. The company, which works with Japanese OEMs as well as overseas

automotive brands such as BMW, Renault, Stellantis, Volvo, and Harley Davidson, boasts subsidiaries in Europe, Asia, and North America, enjoying significant overseas sales. Innovation is a priority as representative director and president Hiroyuki Soga aims to expand global interests. Such developments include replacing rubber hoses with lighter and more efficient plastics for air conditioning parts. The firm is also launching the Nichirin Workshop to promote robotics in Harima, Hyogo Prefecture. "With our robotic technology, we would like to support small and medium-sized enterprises suffering from a lack of manpower," says Soga. ■

For more information:
www.nichirin.co.jp
info@nichirin.co.jp
+81 79 252 4151

In Step with the Future
NICHIRIN





TIMELESS TRADITIONS OF WELLNESS

Japanese firm **Saishunkan Pharmaceutical** brings traditional kampo-based treatments into the modern age.

“We combine kampo and science in our approach. Both our cosmetics and kampo lines are designed to alleviate concerns such as joint pain and skin issues.”

MASAAKI NISHIKAWA
PRESIDENT,
SAISHUNKAN PHARMACEUTICAL CO., LTD.



FOR MORE THAN 90 YEARS, SAISHUNKAN

Pharmaceutical has aimed to create products that support skincare and well-being for the people of Japan. The firm takes inspiration from *kampo*, a traditional style of medicine. The Japanese company aims to channel that rich background, based around the philosophy of synergy with nature, into its creams and lotions, as well as new food products. According to Masaaki Nishikawa, president of Saishunkan, this involves blending cutting-edge research and development with traditional ingredients. “We combine kampo and science in our

approach. Both our cosmetics and kampo lines are designed to alleviate concerns such as joint pain and skin issues,” says Nishikawa. The health benefits attributed to traditional kampo are related to pain relief, supporting the body’s own natural defences and countering inflammation, according to *Japanese Kampo Medicines for the Treatment of Common Diseases: Focus on Inflammation*.

Saishunkan is conducting joint research with Kumamoto University and private companies as part of its new product development efforts. The president suggested that future partnerships could also involve collaboration with other stakeholders to help expand the company’s product line. The firm is also working to increase its global reach. While already present in 51 different markets, as of the end of September 2024, it is now actively focusing on Taiwanese customers, among others. “To ensure the long-term continuation of our business, diversifying our network is crucial. We are focusing on building a fanbase overseas and making more people aware of the ‘made in Kumamoto’ brand,” says Nishikawa. As a player in the wellness and beauty industry, it’s little surprise that the firm is making the most of its prime location. Saishunkan is based in a vast landscape dedicated to sourcing ingredients and prioritizing sustainability. “At our Kumamoto headquarters, known as ‘Saishunkan Hilltop,’ 70% of the site is designated as green space. We believe that our efforts—including installing approximately 30,000 solar panels on-site and having reduced CO2 emissions by 3,356 tons by the end of January 2022—create an environment supporting a circular society,” says Nishikawa. ■

For more information:
www.saishunkan.co.jp
info@saishunkan.co.jp
+81 962 89 4444


再春館製薬所
Saishunkan Pharmaceutical Co., Ltd.

