

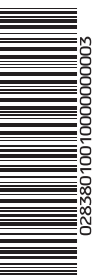


We utilize water better for daily life and for the future

# CORPORATE PROFILE



<http://www.takagi.co.jp/>



02636010010000000003

Takagi Co., Ltd.

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Tel.+81-93 962-0941 Fax.+81-93 963-5792



ISO 9001  
ISO 14001  
JQA-QMA12264  
JQA-EM4840



**JAB**  
QMS, EMS  
Accreditations  
R009, RE006

ZT0044 1008Z

## We utilize water better for daily life and for the future

This is a Takagi's Corporate Slogan to show our corporate attitude that we continue to fulfill our corporate responsibilities, not only for providing people with a comfortable and affluent life but for contributing to the development of society and our communities.

"Life" is a our fundamental and unchanging role since our corporation was founded ; to provide our customers with a convenient and comfortable daily life.

"Future" is our resolution to challenge to broader fields and higher goals, prioritizing our customer's life. This is indicative of our corporate goals ; to positively create our new role to meet the global needs to the environmental issues such as water conservation and rooftop greenery, with our core fundamentals of being ahead of the industry.

"Utilize" is our action plan for the future ; to make the best of the power of water through the generation of employee's ideas and technologies, in order to vitalize our customers and society through water.

"We utilize water better for daily life and for the future" - Through this corporate slogan, and the unified spirits of all of our employees, we are committed to our strict corporate values, as well as to our customers and to society.



## Message from President

### "Provide people with a comfortable and affluent life"

Since Takagi Co., Ltd. was established in 1961, we have been always pursuing our corporate philosophy ; "Contribute to the development of society and our communities, providing people with a comfortable and affluent life".

Though we have faced many challenges throughout our corporate history, we have realized numerous achievements such as :

- Created a new market by developing and selling "Watering products", ahead of our competitors
- Started "Water purification" business from the ground up, resulting in acquiring top share in the newly-constructed condominium market in Japan

These successes have been generated by the ingenuity and spirit of challenge of all of our employees. The driving force for our development and success lies with our highly trained and motivated work forces who have overflowing "passion for excellence", "high competency" and "positive thinking".

We are committed to the continual challenge of constant development of products that satisfy all of our customers' needs.

President Toshio Takagi

## Purpose of Corporate Foundation

Provide an enjoyable and pleasant workplace for all of our employees

We strive to provide our employees with enjoyable workplaces where each individual employee can work positively and pleasantly, feeling a sense of accomplishment for hard work, as well as enjoying life and community activities outside of the workplace.

## Corporate Philosophy

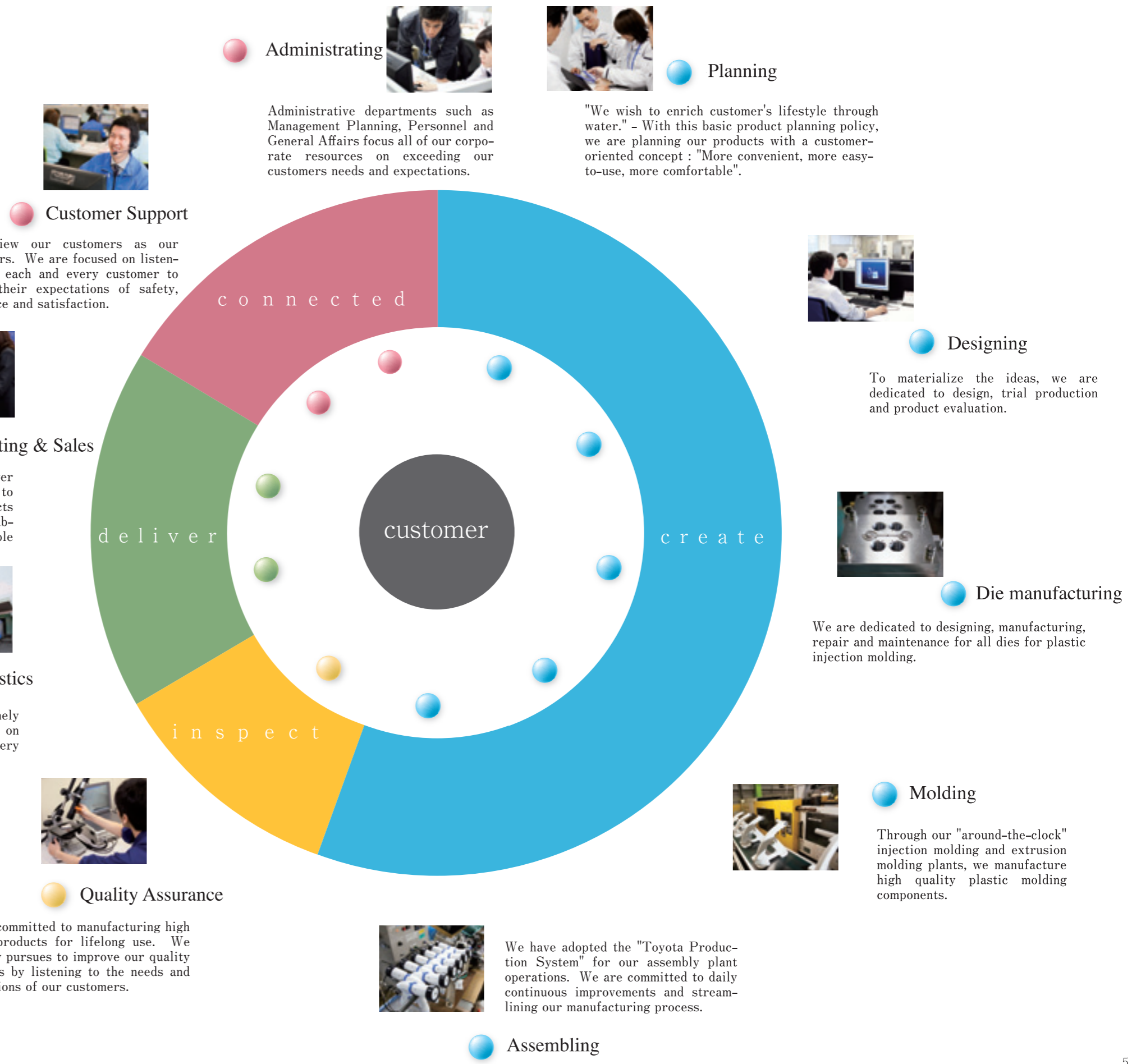
Contribute to the development of society and our communities, providing people with a comfortable and affluent life, as well as pursuing material and spiritual happiness of all of our employees

"Contribute to the development of society and our communities, providing people with a comfortable and affluent life." "Pursue material and spiritual happiness of all of our employees."- We inherit them as our Corporate Philosophy towards the future.

## All for customers

Takagi has been operating as a manufacturer, under the coherent system involving all divisions for customers : "Create - Inspect - Deliver - Connected". Each division ranging from Planning, Designing, Manufacturing, Marketing to Customer Support flexibly combine, all combine to form a stronger product cycle.

In all processes including Product, Quality, Price and Customer Support, our goal is to serve our customers with the same mission we operate our business.



**Administrating**  
Administrative departments such as Management Planning, Personnel and General Affairs focus all of our corporate resources on exceeding our customers needs and expectations.

**Planning**  
"We wish to enrich customer's lifestyle through water." - With this basic product planning policy, we are planning our products with a customer-oriented concept : "More convenient, more easy-to-use, more comfortable".

**Customer Support**  
We view our customers as our partners. We are focused on listening to each and every customer to meet their expectations of safety, reliance and satisfaction.

**Designing**  
To materialize the ideas, we are dedicated to design, trial production and product evaluation.

**Marketing & Sales**  
We have a wide variety of sales routes to deliver products to customers, such as water purifiers to household equipment industry, watering products to home improvement centers. We have established marketing & sales systems most suitable for each product item.

**Die manufacturing**  
We are dedicated to designing, manufacturing, repair and maintenance for all dies for plastic injection molding.

**Logistics**  
We are not only committed to fast-timely delivery of our products. We also focus on developing more efficient storage and delivery services.

**Molding**  
Through our "around-the-clock" injection molding and extrusion molding plants, we manufacture high quality plastic molding components.

**Quality Assurance**  
We are committed to manufacturing high quality products for lifelong use. We endlessly pursues to improve our quality standards by listening to the needs and expectations of our customers.

**Assembling**  
We have adopted the "Toyota Production System" for our assembly plant operations. We are committed to daily continuous improvements and streamlining our manufacturing process.

# Create

● Planning

See customer faces over finished products

● Designing

Takagi Co., Ltd. is a manufacturing company that is proud of its over 170 patents and utility model rights. Many of our manufacturing models are created through customer-oriented ideas and concepts.

● Die manufacturing

We manage the entire product cycle from planning, design, equipment manufacturing to mass production. We also manufacture our own dies and molding parts through our group company. Our ability to rapidly turn ideas into products is what makes us "best in class" in our industry.

● Molding

As part of our commitment to excellence, we have introduced the "Toyota Production System" to realize timely and accurate production with optimum balance between our workforce and automation.

● Assembling



# Inspect

● Quality Assurance

"No compromise" - We endlessly pursue excellence and the highest quality standards

We are implementing continuous improvement activities based on ISO 9001 certification, quality management activities such as PDCA cycle, as well as reflecting customer voices to product creations and customer support activities.

In terms of water purifiers and watering nozzles, we are performing thorough daily quality controls, such as confirming no water leak by air leak inspection in the manufacturing processes, in order to deliver customers a sense of safety with "Made by Takagi".

We continue to endlessly pursue quality to satisfy customers by paying much attention to customers, so that we can create attractive-quality products to utilize in people's life for a long time.



## Deliver

### Logistics

### Timely and efficient delivery of products

### Marketing & Sales

Our products go through many steps before reaching our customers. Our Logistics center is a key in controlling efficiency by executing and monitoring the entire process, including; storage, delivery and information, by making full use of palletizing robots and automated shipping machines for our water purification cartridges.

Our Marketing & Sales Department is always in touch with our customer base and listens to their every changing needs.

Water Purifier Division is thoroughly performing explanations on how-to-use and maintenance at private shows, in order for customers to use our products at ease. Besides, we are aiming to have customers feel us more closely, by expanding "Mizu Kobo Shops ( Water Workshops )" that are the shops dealing with our water purifiers.

Watering Product Division is creating more easy-to-understand and enjoyable sales floors for customers at the retail stores, sometimes accompanied by our product demonstrations.



## Connected

### Customer Support

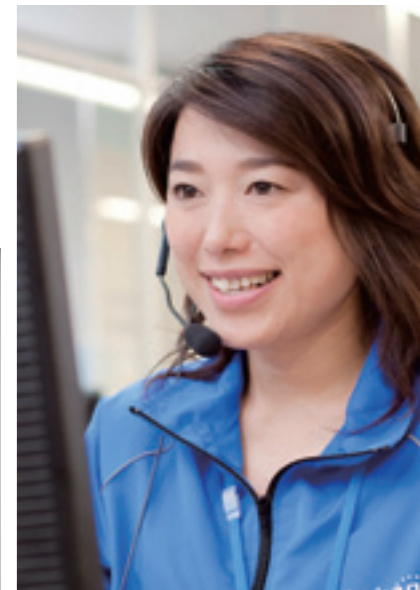
### Partnering with our customers

### Administrating

Important private information of all the customers are consolidated at Customer Information Center under severe control system.

Communication Center, available every day of the year, is wishing to be a partner always walking with our customers, by sincerely listening to their voices by phone. Furthermore, they have an important mission to reflect customer voices to our products and services. They are widely gathering their voices for product improvements and next new product development.

Administrative departments, which manage the whole company and function, are pursuing customer satisfaction, always keeping in mind "Work towards our customers".





## Water Purifiers

Ranked # 1 in market share for newly-constructed condominiums in Japan

NO.1



Use water more cleanly, conveniently and comfortably

At Takagi, we are concerned about our customer's health and would like to see our customers using clean and purified water on daily basis. This is why we created the industry-first "Built-In Water Purifier Faucet", called the "Mizu Kobo". Since its launch in 2000, its easy-to-use and environment-friendly functions have been evaluated in Japanese market, and the present market share for newly-constructed condominiums has achieved the rank 1st in the industry.



Mizu Kobo Convergence



Mizu Kobo Eco



Mizu Kobo Goose



Mizu Kobo Slim

## Watering Products

1st in market share in Japan

NO.1

Providing people with an affluent life through water

In 1980, we launched a brand-new nozzle called "Nozzle Five" with 5 types of watering in Japanese market. Since then, we have been giving water its own role with home improvement products, and providing people with comfort and convenience for gardening and car washing. Due to the customer-oriented new proposals and a wide variety of the products, we have become a top-share manufacturer in the Japanese watering product market.



Aurora nano



Nozzle five



Shower head



PET-bottle rocket



## Greenery

watering timer

### For eco-friendly future

In today's modern world of tall buildings and skyscrapers, it looks as though the landscape is slowly disappearing. We are promoting protecting the environment through our "Greenery / Landscape" business in order to make our cities more beautiful. "Green" is effective in reducing the "Greenhouse Effect" also known as "Global Warming" through the reduction of CO<sub>2</sub> emissions. This not only contributes to a better environment, but brings joy and happiness to people through a more eye-pleasing setting.

Using Takagi's best practices from our Watering and Water Purification Business and household equipment sales, we support our customers with our "Greenery / Landscape business" from planning and construction to continual maintenance.



Rooftop garden of headquarters

#### Greenery system of TAKAGI



## Takagi Vietnam Co., Ltd.

### To the global market

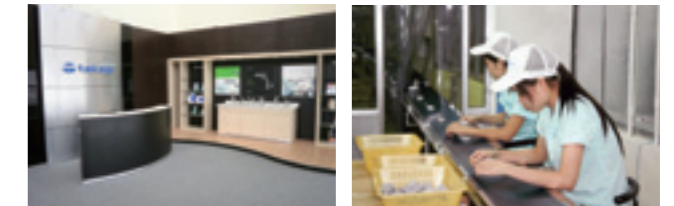
In 2008, Takagi Vietnam Co., Ltd. became the first overseas manufacturing site for Takagi Co., Ltd. Its first plant operations commenced in December 2009. Our Vietnamese staff has acquired their manufacturing skills through our 3-year training programs at our headquarters in Japan.

By establishing manufacturing sites in Japan and Vietnam, we are better able to disperse production skills, thereby providing customers with stable-quality products and suitably-priced products.

Takagi Vietnam brings great possibilities for the future and is only the first step of our global strategy to distribute our products to customers all over the world.



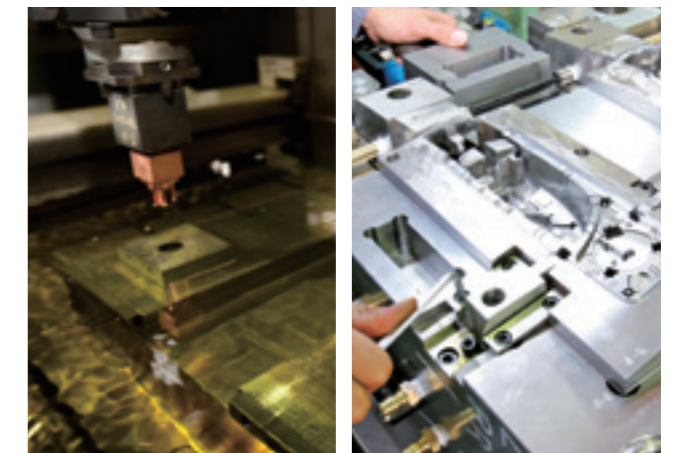
TAKAGI VIETNAM Co.,Ltd.



## Takagi Precisiondies Co., Ltd.

### Challenging to the processing accuracy of 0.001mm

Having the capability to manufacture dies through our affiliated company, offers fast and flexible manufacturing of Takagi products. Takagi Precisiondies Co. Ltd. designs, manufactures, repairs and maintains dies to be used in plastic injection molding. In 1961, Takagi began manufacturing dies for plastic injection molding ahead of many other companies in Kyushu region of Japan and has already produced over 7,000 dies till now. The core of our manufacturing is based on our veteran engineers using precise process technologies to manufacture our dies with ultimate precision.



## Contributions to society

Based on our corporate philosophy "Contribute to the development of society and our communities", Takagi is making efforts on regional contributions and environment protection activities.

1) Corporate airplane : We use our corporate plane for recruitment and benefit programs as well as a means to contribute to student's aviation activities in cooperation with Japan Students Aviation League.

2) Factory tour : We offer tours for customers and students. We walk you through the entire product cycle from manufacturing to customer support processes.

3) Regional events : As a mechanism for Community Outreach, we participate in several regional events like the "1 Million People Summer Festival" and the "Port Festival" in Kitakyushu City.

4) Environmental activities : As part of our continued environmental protection activities, we regularly partake in Coastal Clean-up Activity.

5) Outsourcing to social welfare facilities : We are outsourcing parts of our assembly operations to a social welfare organization to help support physically-challenged people and provide them with opportunities for employment and technical training.



## Benefit programs

Conforming to the aim of our corporate foundation "Provide an enjoyable and pleasant workplace for all of our employees", we provide them with a workplace where the employees can work vigorously toward their dreams and continue to challenge.

We offer all of our employees a variety of benefit programs such as tennis courts, an employee club house called the "Maple Leaf House", partnerships with resort facilities, support to employee's in-house club activities. We view this as a way to not only motivate our employees but reward them and offer better socialization with their peers.



Employee club house



Resonate club



Tennis courts



Baseball club

## We utilize water better for daily life and for the future

What are your expectations for water?  
Clean, Clear, Great Tasting and Convenient.

Takagi has been expecting water to play a role to bring people everyday happiness.

Water holds endless possibilities.

We have been delivering convenience and comfort to people's life, by making the best of each possibility with our unique ideas and technologies.

While the world spotlights the issues on global environment and water, what we should address for the future has been expanding.

To respond to the voices of the society through high-level water saving, rooftop greening, etc. is also Takagi's mission for the future.

Water is eternally essential.

Water has an inextricable bond with humans.

Therefore, when water generates new values, the daily life of people, the future and the world should change significantly.

"We utilize water better for daily life and for the future".

Takagi creates a new stream with water, by our manufacturing and technologies to pioneer the next generation.

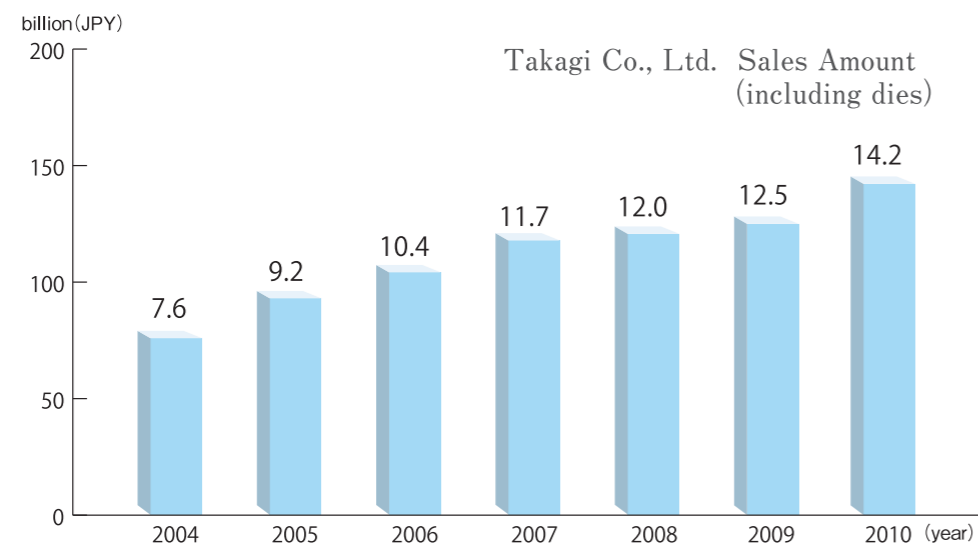
## Corporate Outline

Company Name	Takagi Co., Ltd.
Headquarters Location	2-4-1, Ishida-Minami, Kokura-Minami-Ku, Kitakyushu City, Fukuoka Pref., Japan
Capital	498 million JPN Yen
Foundation	May, 1961
President	Toshio Takagi ( Founder )
No. of Employees	Male : 363 Female : 156 Total : 519 ( as of March, 2011 )
Company Area	19,776 sqm
Branch	Sapporo, Kitakanto, Tokyo, Nagoya, Osaka, Hiroshima, Fukuoka, Kyushu
Sales Office	Sendai, Niigata, Yokohama, Takamatsu, Kitakyushu, Kagoshima
Sales Amount	14.2 billion JPN Yen ( including dies ) ( FY2010 )
Business Outline	Development, manufacturing and sale of plastic products & water purifiers for household use, and greenery business
Main Products	Plastic products for gardening, water purifiers for household use, Plastic injection & molding, Dies
Certifications	ISO9001, ISO14001
Affiliated Company	Takagi Precisiondies Co., Ltd. Takagi Vietnam Co., Ltd.

## President Biography

May 1961	Founded Takagi Precisiondies Co., Ltd. at the age of 23
Apr. 1991	Entered Faculty of Law, Rikkyo University
Mar. 1995	Graduated from Rikkyo University
Apr. 2005	Entered Graduate School of International Corporate Strategy, Hitotsubashi University
Mar. 2007	Graduated from Hitotsubashi University

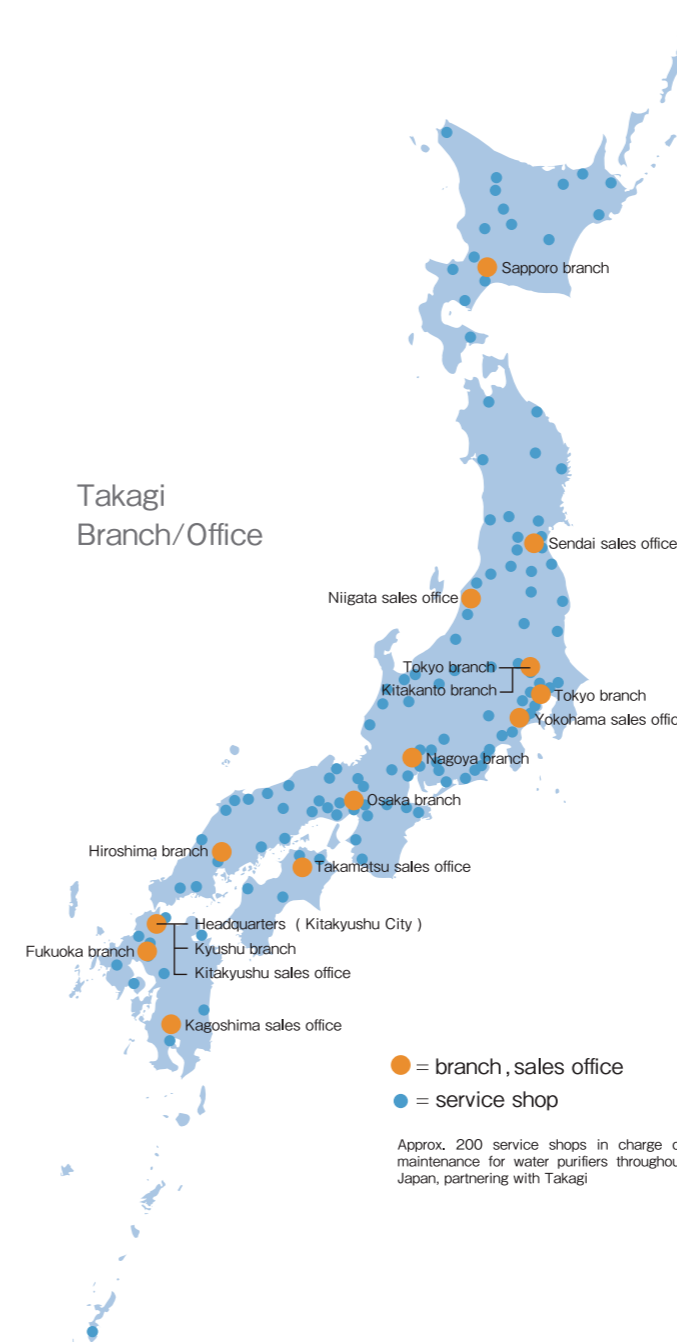
Chairman of Kitakyushu Japan-America Society  
Chairman of Kitakyushu International Association



## Corporate History

May 1961	Started plastic blow molding and mold manufacturing in Kitakyushu City, as a private company owned by Mr. Toshio Takagi, the founder
Apr. 1965	Started manufacturing of high precision injection molds
Aug. 1966	Established a new factory in Kokura, Kitakyushu City
Feb. 1973	Expanded mold factory and built a new office
Apr. 1977	Shifted main products from molds to plastic products for household use
Nov. 1979	Established Takagi Co., Ltd. (capital: 10 million JPN Yen )
Sep. 1985	Expanded molding factory and constructed a new warehouse
Nov. 1993	Completed Logistics Center
Jul. 2005	Obtained the certifications : ISO9001, ISO14001
Nov. 2008	Established Takagi Vietnam Co., Ltd.
Dec. 2009	Started operations of Takagi Vietnam Co., Ltd.

## Takagi's operation network throughout Japan



Headquarters ( Kitakyushu City )  
2-4-1, Ishida-Minami, Kokura-Minami-Ku, Kitakyushu City, Fukuoka Pref., Japan  
TEL(093)962-0941 FAX(093)963-5792

### 1st Sales Division ( Watering product business )

Sapporo branch	TEL(011)221-1158 FAX(011)221-1159
Tokyo branch	TEL(048)686-6313 FAX(048)686-7527
Osaka branch	TEL(06)6380-9755 FAX(06)6380-4088
Kyushu branch	TEL(093)962-0934 FAX(093)962-0200
Niigata sales office	TEL(025)265-0463 FAX(025)265-0574
Kagoshima sales office	TEL(099)206-0057 FAX(099)206-0088

### 2nd Sales Division ( Water purifier business )

Sapporo branch	TEL(011)221-1158 FAX(011)221-1159
Kitakanto branch	TEL(048)685-6250 FAX(048)686-7527
Tokyo branch	TEL(03)3517-9961 FAX(03)3517-9962
Nagoya branch	TEL(052)930-8850 FAX(052)930-8851
Osaka branch	TEL(06)6385-4132 FAX(06)6380-4088
Hiroshima branch	TEL(082)297-2088 FAX(082)292-5520
Fukuoka branch	TEL(092)483-6881 FAX(092)483-6884
Sendai sales office	TEL(022)298-7655 FAX(022)298-7656
Niigata sales office	TEL(025)265-0463 FAX(025)265-0574
Yokohama sales office	TEL(045)470-7423 FAX(045)470-7424
Takamatsu sales office	TEL(087)868-3501 FAX(087)868-3504
Kitakyushu sales office	TEL(093)963-3883 FAX(093)962-0200
Kagoshima sales office	TEL(099)206-0057 FAX(099)206-0088

## Showrooms

You can see and touch Takagi's products, as well as consult with us on our products. Please feel free to visit there.

- Opening hours : 9:00 - 18:00
- Regular holidays : Saturday, Sunday, Public holidays, Summer & Winter vacations

