

Kowa Co., Ltd.

1-22, Hirawari, Nishiimajuku, Ama, AICHI,490-1193 Japan
TEL +81-52-444-4111 FAX +81-52-449-1077
<http://www.kowa-ne.co.jp>



CORPORATE PROFILE

Kowa Co., Ltd.
www.kowa-ne.co.jp



Corporate policy

Steadfastly committed to creating a fresh, new Kowa where every member comes together in the spirit of harmony and service

Spirit of harmony and service

We're making Kowa a company that brings richness to life and meaning to work as we demonstrate our unshakable commitment to safety (physically, mentally, on the job, and in our products) and deliver satisfaction that our customers can count on.

Steadfast commitment to a fresh, new Kowa

We're building on our longstanding traditions and trust to create new value, driven by an insatiable drive to serve the communities we call home.

As we stride towards a century of operation, we're using our technologies and intellectual assets to make the world a better place

Kowa got its start as a brush manufacturing company established by Ryosuke Hattori in 1935.

We launched our household vacuum brush business in the 1950s, and since then have been pouring every ounce of our energy into developing technologies and intellectual assets in our role as a comprehensive developer and manufacturer of both commercial and consumer brush products.

In the process, we have always strived to be the one and only company that satisfies our customers' needs through the skillful application of creative solutions and innovative technologies in brush-making. As a result, we now supply our products to numerous customers across a broad variety of industries.

Since then, Kowa has managed to successfully navigate the tumultuous twists and turns of the changing times.

One of our greatest strides forward was bringing our entire history of technology and intellectual assets to bear in the in-house development of the Hinata futon vacuum cleaner.

We never could have done it without your support, and want to take this opportunity to thank you for your hard work.

Going forward, it is our mission to continue using our technologies and intellectual assets to become a global leader in the brush industry. We will continue to steadily pushing forward as we have done since we were founded, our sights set on achieving a century of successful business operations as we contribute to the world in a variety of areas.

As we strive towards our century milestone, we want every one of our employees to feel a driving sense of urgency, knowing that we will never survive if we remain stuck and refuse to change. We will take our enterprising spirit forward as we fearlessly take on the challenge of fresh innovation.

Naoki Hattori, President and CEO

A core division committed to ceaseless innovation

We got our start developing and manufacturing rotating brushes for vacuum cleaners, and as the leading manufacturer in that field, have since leveraged our technology and expanded to the development of cleaner heads as well. Today, we use our clean technologies to develop, manufacture, and sell products for all kinds of household appliances, including automatic cleaning mechanisms for air conditioning and air cleaner filters.

More specifically, we provide comprehensive, integrated solutions that range from fresh ideas in cleaner heads and automatic cleaning mechanisms to design, die-making, evaluation and testing, and quality assurance.

Our future-oriented initiatives include building on our past experience in product manufacturing as we challenge ourselves to reinforce our technological and production capacity and combine it with our intellectual assets to deliver more consumer-oriented commercial products.

Maintenance-free technologies

We've taken our years of technological expertise and data in rotating vacuum brushes and used it to develop automatic cleaning mechanisms for air conditioners, air cleaners, and projectors.

We intend to use our technologies to develop maintenance-free products that help reduce energy consumption in a variety of fields.



Automatic cleaning mechanism for air conditioning filters CleanMaster®



Automatic cleaning mechanism for air cleaner filters



Automatic cleaning mechanism for projector filters CleanMaster®



"Made in Kowa" products

We're working to turn out "Made in Kowa" products, from planning and development to design and manufacturing.



Rotating brushes CleanMaster®

Changing lifestyles have led us to develop aluminum rotors that meet a host of modern demands, including brushes designed for different kinds of flooring and quieter, more lightweight products.

We've also met evolving customer needs by developing twist extrusion-mold resin rotors that are more precise and quieter as well as lighter in weight.

We're also finding a host of new applications for brushes that were initially designed to sweep up debris.

We offer a varied line of brushes designed to meet customer needs, whether for cleaning carpet, flooring, or nets; improving self-propulsion, enhancing beating performance, removing static electricity, or eliminating bacteria.



Rotors



Aluminum rotor

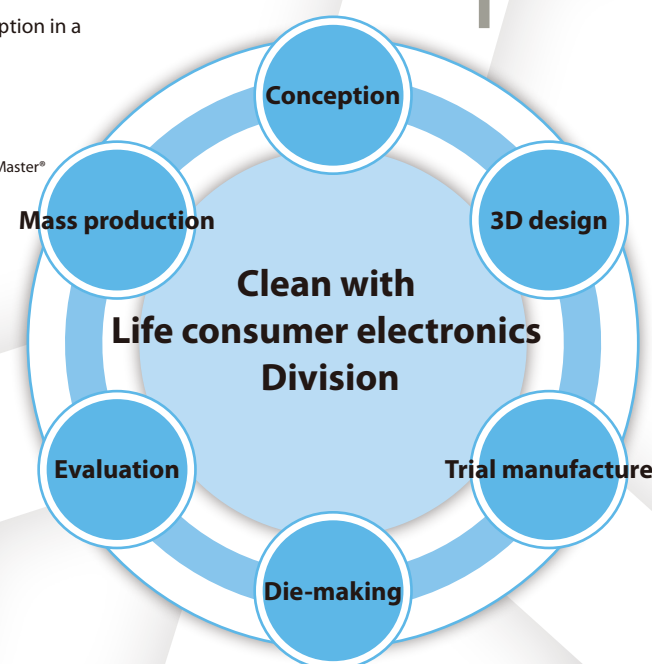
Resin rotor



Eight-section brush

Six-section brush

Winding rotor



Vacuum cleaners CleanMaster®

We've added enhanced functionality to our vacuum heads to meet customer needs—offering everything from turbine- to motor-driven models.

To ensure the highest level of quality in our vacuum heads, our entire production process is handled at our in-house plants, from assembling the rotating brushes to manufacturing the heads.

We've also taken our cleaning technologies even further in recent years with design and development activities, building on our many decades of experience in a variety of cleaning components, from dust boxes and extension hoses to vacuum bodies themselves.



Vacuum heads



Dust boxes



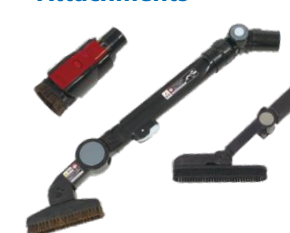
Brushes for robotic cleaners



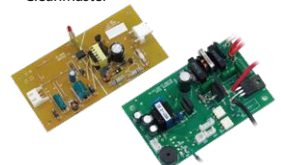
Commercial vacuum cleaner units



Attachments



Other products
Control boards
and other components
CleanMaster®



Unique products backed by our proprietary technology and intellectual assets

We’ve tapped into our extensive expertise in commercial brush manufacturing, honed throughout our long history beginning in 1935, to offer a wide range of brush solutions for washing, deburring, cleaning, and more. As a comprehensive brush manufacturer, we have the development and manufacturing capacity to solve complex issues for customers in nearly every industry—giving us a strong reputation as the number-one brand in commercial brushes.

- We’re able to design fully customized brushes (even single-item orders) that meet client demands, from huge roller brushes more than five meters in length to tiny twist brushes with an outside diameter of just a single millimeter.
- Our experience covers a wide range of industries, from auto manufacturing to aluminum, steel, agricultural equipment, and glass-cleaning. Our broad perspective means that we are able to deliver unique and dependable Kowa brush solutions that no other company can provide for all kinds of demands.



Surface cleaning brush for aluminum mill roll

We offer solutions to address the foreign body generated in the process of aluminum production with brushes made from a variety of materials, including piano wire. Our brushes used for hot rolling, which require an extreme degree of cleaning, have made us the most popular brand among aluminum manufacturers thanks to the expertise we’ve developed over generations.

Deburring brushes

We design custom brushes out of a wide variety of fill materials, including abrasive nylon, wire, and brass, to meet our customers’ needs



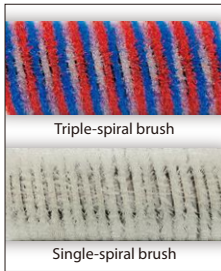
Stainless steel stranded wire brush

They are made by twisting six stainless steel wires around a core wire of the same diameter. This design gives the brush a thick, springy base with fine tips that deliver superior deburring performance with minimal risk of damage. Twisting the wires together makes them durable against bending fatigue, giving our product a longer life than conventional deburring brushes. These long-lasting deburring brushes offer exceptional deburring performance plus lasting surface roughness, and are gentle on products.



Triple-spiral roll brush

Three brushes are filled at equal intervals to minimize brush marks (due to uneven or incomplete cleaning) on products like steel sheets. The equally-spaced filling also gives the brush better balance as it rolls, reducing design risk like fluctuation or core wear.



Triple-spiral brushes have a greater tilt angle than single-spiral brushes, creating a larger contact surface on the plate for greater cleaning power.

Double helical roll brush

Fill is placed in a spiral pattern that radiates out left and right at an equal distance from the center of the brush. This design sends foreign material to the outside as it rotates, Resulting in a roll brush that can remove foreign material from steel plates and other sheet products while delivering superior brushing and cleaning power.



Roll brush for cleaning LCD panels

We developed a special ribbon to distribute ultrafine fill just 0.05 mm in diameter across the surface of these brushes. They are rinsed in pure water once the fill is inserted in order to minimize the introduction of impurities during shipping. These brushes are widely used to clean precision products vulnerable to fine scratching, such as LCD panels and solar panel wafers.

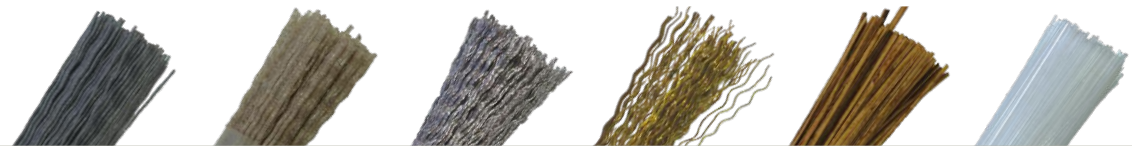


Car washing brushes

We developed a special M-fill material especially for Car washing brushes. The material retains plenty of water even after extensive wear, while remaining soft enough avoid scratching the vehicle surface.

Selecting the right fill material

We offer an extensive selection of fill materials to choose from, including natural plant- and animal-based fibers, synthetic fibers like nylon, metal wire, abrasive nylon, and more. We can also develop original fill materials in custom shapes.



Our AmaRoll® nonwoven fabric rolls are used in a wide variety of applications

Kowa's AmaRoll® nonwoven rolls are used for a wide variety of industrial applications, including oil cutting, water removal, and transport.

We provide our customers with attentive, end-to-end services and support that ranges from planning and development to on-site test production and maintenance—including usage environment analysis, selection of nonwoven materials, testing for plate leaping, determining specifications for product processing methods, and more.

Kowa is able to deliver this extensive range of services because we are the world's only manufacturer capable of producing both the brush rolls and nonwoven fabric rolls needed for steel plate cleaning in-house.

Our AmaRoll® brand is named after our hometown of Ama City. It reflects our commitment to becoming the number-one brush manufacturer in development and production technology—successfully delivering our products throughout Japan and the world.



Non-ferrous metal industry

Removal of cleaning solvents and other tasks

- Tension leveler
- Slitter



Automotive industry

Removes oil and other liquids during steel plate cleaning

- Blanking lines
- Press lines



Paper industry

Removal of massive amounts of water and other tasks

- Pre-dryer process
- Boosts drying efficiency



Film industry

Removal of processing chemicals and other tasks

- Water removal from film
- Removing coolant from film-cooling rolls
- Removing plasticizer and other additives from film



Steel industry

Removal of cleaning solvents, product transport conveyors, and more

- Continuous pickling lines
- Continuous annealing lines
- Electrolytic zinc plating lines
- Hot-dip zinc plating line



CleanRoll® for special abrasive processing

Special surface finishing process for better product adhesion

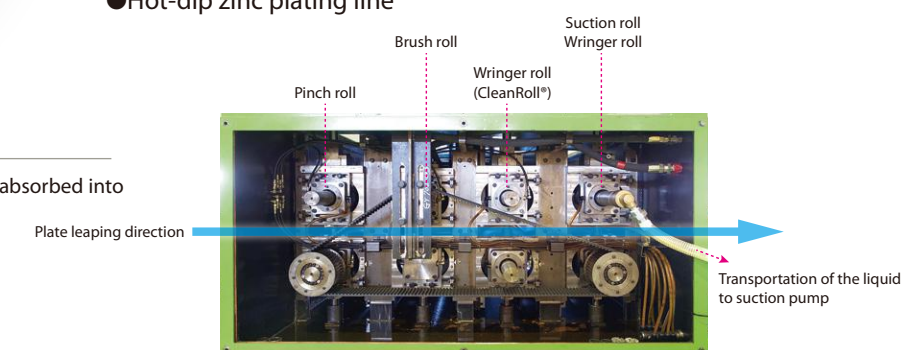
- Successful equipment launch
- Better oil cutting performance
- Reduced equipment load

Suction roll unit

Pumps are used to forcibly suck out and remove the liquids absorbed into the nonwoven fabric

- Uniform film thickness
- Reduces or eliminates drying furnace usage
- Faster processing for higher productivity
- Reduce or reuse waste fluid

Note: We can offer our suction rolls and pump units as a set.



Testing equipment with suction unit for steel plate cleaning in the automotive industry

Note: AmaRoll® are registered trademarks of Kowa Company, Ltd. and use nonwoven rolls manufactured by Kowa.
Note: CleanRoll® is a registered trademark of Kowa Company, Ltd. and uses special abrasive rolls manufactured by Kowa.

Development of everyday household appliances

Taking on new challenges as we develop consumer products with our clean technologies

Kowa has been amassing clean technologies for household appliances for nearly half a century.

These technologies represent some of our most valuable intellectual assets, so we launched a business division to specialize in the development and sale of Kowa brand products.

The first consumer product to come out of these initiatives was the Hinata futon cleaner.

We will continue designing and developing new products as we create an ambitious future for Kowa.



Dust boxes

The dust box fills with debris when the vacuum is used to clean futons. It also sucks up live mites along with their eggs, but these are completely exterminated in the 60°C heat.

Internal motor

This powerful motor is designed to suck debris out of futon mattresses and blankets. The heat generated while the motor is in operation is reused.

Hot air circulation lever

Shut off the lever after vacuuming to begin circulating hot air within the unit. This brings the temperature inside the dust box to 60°C. Circulation automatically shuts off after between one and two and a half minutes.

Hot air circulates inside the main unit

The main unit is sealed so that heat generated from the motor can circulate inside again and again, bringing the temperature up.

Hot air circulation destroys mites

Heat from the internal motor is used to raise the temperature inside the dust box to 60°C, reliably exterminating both mites and their eggs.*

Two-part design

Our special two-part design separates the nozzle and main unit to make cleaning futons easier. The ability to carry one part in each hand lightens the load typically associated with futon cleaning.

Twin brushes

Two large brushes with different designs offer balanced rotation that efficiently collects futon debris. The powerful built-in motor creates intense suction as well.

Wide suction nozzle

We offer the largest suction area of any futon cleaner. Covers a large surface area with every stroke, shortening the time you spend cleaning.

ひなた ふとん 検索
http://cleanmaster-hinata.jp

Note: House dust mites can cause an allergic reaction in some people.
The dust mites and eggs sucked up by the Hinata cleaner are reliably exterminated thanks to the circulation of air heated to 60°C.
Extermination rate study by Viable Co., Ltd. (J.): Sixty healthy adult house dust mites were placed inside the dust box. Hot air circulation was begun at an ambient room temperature of around 25°. All mites were confirmed dead once the circulation stopped; the experiment was repeated three times.
The same experiment was repeated for 60 house dust mite eggs, which were left to hatch for a certain period of time after exposure. All were confirmed dead; the experience was repeated three times.
Note: that extermination rates may vary depending on experimental conditions.
●CleanMaster® and Hinata® are registered trademarks of Kowa Company, Ltd.

Intellectual asset center

We are committed to value-added product development driven by our intellectual assets

Social values are constantly changing.

Today, people want products with comprehensive features and functionality.

Our intellectual asset center is working to meet those needs by translating Kowa's technologies and intellectual assets into products people can use.



Kowa's intellectual property rights

Patents: 136	Utility models: 4	Designs: 38	Trademarks: 77	=	Total: 255
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(As of February 2017)

A source of ideas

The Soseikan is an in-house facility that displays Kowa products and technologies. It is designed to inspire creativity in our employees and serve as a source of ideas so that our entire team can take their innovation to the next level.

We are also putting those employee ideas into action by building frameworks to promote various improvements, patent applications, and more.



Applied Intellectual Property Collection 2016

78 SMEs Leading the Way in Insights and Intellectual Assets



Kowa's technology and intellectual asset initiatives were featured in Applied Intellectual Property Collection 2016, a publication issued by the Ministry of Economy, Trade and Industry.

Cosmetics Division

Moreness Cosmetics: Bringing science to Chinese medicine



Moreness Cosmetics got its start in 1983 as an in-house Kowa research lab committed to bringing science to traditional Chinese medicine. Moreness researches and develops natural base cosmetics primarily using medicinal herbs. Production takes place at Kowa plants and conforms to thorough quality management guidelines.

Moreness Cosmetics also uses its extensive technical expertise to serve as a contract manufacturer for other companies.

Purple N The Purple base cosmetic series contains carefully selected Japanese and Chinese botanical extracts, including Lithospermum erythrorhizon root extract*. These long-selling products are designed to be used by people of all ages and every skin type, in any season. *Moisturizer



Research and development

Our fully-appointed research labs contain a variety of analyzers as well as quality management systems that allow us to develop and manufacture quasi-drug products.



Research lab



High-performance liquid chromatograph



Gas chromatograph



Bacterial testing chamber

Manufacturing equipment

We are licensed to manufacture cosmetics and quasi-drugs under the Pharmaceutical Affairs Act of Japan.



Vacuum emulsifier

Main products



EVEROSA Made with Sanou extract (Baikal skullcap, Coptis, and Amur cork tree) and Bifidobacterium, EVEROSA high-performance base cosmetics series* maintains skin's youthful vitality. *Moisturizer



Quasi-drugs developed and manufactured by Kowa include skin brighteners and hair restoration products.

Human resource development center

Creating meaningful work environments that enrich the lives of our employees

Developing human resources and managing employee health are central to our activities as we strive to be a company that enriches lives and provides meaningful work opportunities.

We introduced a new HR system in 2011 as part of our efforts to reach our centennial anniversary as a strong organization with strong talent.

In 2015, we built the Soseikan to inspire creativity in our employees.

In 2016, we introduced a mandatory retirement at age 65 as a way to more actively leverage our talent while also carrying out activities that inspired even more meaningful work activities.



Soseikan



"Naze-naze" why-analysis workshop



Forklift driving lessons

HRD policy

- We take steps to ensure that every employee fully understands our company policies and financial status.
- We regularly hold training sessions, seminars, and other opportunities designed to inspire and motivate employees while improving their skills and capabilities.
- We take steps to ensure the physical and mental safety of our employee, based on our belief that a sound mind dwells in a healthy body.
 - We practice thorough health management with the goal of creating energetic workplaces that are full of vitality. We hold regular health examinations twice a year (in spring and fall). The fall examination is a thorough health checkup for all employees.
 - We administer the flu vaccine in November.
 - We made our buildings completely non-smoking in 2009, and encourage employees who smoke to resolve to quit.



Traffic safety awareness activities



Cleanup activities around the company

Working alongside the communities we serve

- Kowa sees itself as a member of the local community and therefore engages in the following activities.
 - Traffic safety awareness activities at nearby intersections
 - Cleanup activities in the areas around the company
 - Factory tours for local elementary school students as part of their social studies classes
 - Workplace experiences for local junior high school students to teach them about manufacturing

▶▶Quality and environmental policy

Kowa Company, Ltd., built on decades of tradition and trust as well as a spirit of harmony and service, strives to remain constantly aware of the challenges it faces. We tap into the experience and wisdom of every one of our employees as well as our technical strength to create clean manufacturing environments that turn out clean commercial products—all with the aim of giving our customers satisfaction and peace of mind.

We are constantly working to create even better sets of rules and better manufacturing practices in order to achieve these aims.

Meanwhile, we actively promote harmonious coexistence with the natural world as we ceaselessly strive to reduce our environmental load and stay involved in our communities. Every Kowa member comes together to resolutely take on the challenge of local environmental conservation.

●Acquired ISO14001 standards

- 1. On-site (1-22, Hirawari, Nishiimajuku, Ama, Aichi 490-1193 Japan)
(Certified in 2002)



JQA-EM2561

●Acquired ISO 9001 standards

Clean with Life consumer electronics Division
(certified in 1997)

- 1. Manufacture of vacuum cleaners and vacuum cleaner components; filter cleaning devices for air conditioners, air cleaners, and projectors; cleaning brushes for household and office appliances; extrusion-molded hoses for residential appliances; injection-molded components for industrial and residential appliances, silicone oil for automotive engine maintenance, and automotive filters
- 2. Design, development, and manufacture of suction ports for vacuum cleaners



JQA-1855

Clean With Industrial Equipments Division (certified in 2014)
Design, development, and manufacture of industrial brushes

▶▶Aichi Brand Company recognition

Kowa Co., Ltd. was recognized as Aichi Brand Company that is promoted by Aichi Prefectural Government
(Recognized in 2007)



●Aichi Brand Company recognition

Recognition No. 311
“As a leading manufacturer of industrial brushes and home appliances”

▶▶Overview

Name:	Kowa Co., Ltd.
President:	Naoki Hattori
Location of head office:	1-22, Hirawari, Nishiimajuku, Ama, AICHI,490-1193 Japan
Capital fund:	50 million yen
Establishment:	April 1935
Number of employees:	204
Main bank:	Owari-Shinkawa Branch, MUFG Bank Nagoya Branch, Sumitomo Mitsui Bank Jimokuji Branch, Ogaki Kyoritsu Bank Jimokuji Branch, Nagoya Bank
Main Department:	Clean with Life consumer electronics Division Clean With Industrial Equipments Division Cosmetics Division

▶▶Major business partners

IHI Corporation	Toyota Motor Corporation
Aisan Industry Co., Ltd.	Toyota Industries Corporation
Aisin AW Co., Ltd.	Toyota Auto Body Co., Ltd.
Aisin Seiki Co., Ltd.	Toyota Tsusho Corporation
ASMO Co., Ltd.	Nissan Motor Co., Ltd.
Amano Corporation	Nissin Seiki Co., Ltd.
Isuzu Motors Ltd.	Nippon Light Metal Co., Ltd.
Kobe Steel, Ltd.	Nippon Seal Co., Ltd.
Komatsu Ltd.	Panasonic Corporation
Komori Corporation	Hitachi Appliances, Inc.
Corona Corporation	Koki Holdings Co., Ltd.
JX Nippon Mining & Metals Corporation	Hitachi-Johnson Controls Air Conditioning, Inc.
JFE Steel Corporation	Hitachi Building Systems Co., Ltd.
JTEKT Corporation	Fujifilm Corporation
Sharp Corporation	Brother Industries, Ltd.
Shachihata Inc.	Furukawa Electric Co., Ltd.
Showa Denko K.K.	Howa Machinery, Ltd.
Nippon Steel & Sumitomo Metal Corporation	Honda Motor Co., Ltd.
Sintokogio, Ltd.	Makita Corporation
Suzuki Motor Corporation	Mazda Motor Corporation
SUBARU Corporation	Mitsui & Co., Ltd.
Sony Global Manufacturing & Operations Corporation	Mitsubishi Aluminum Co., Ltd.
Daikin Industries Ltd.	Mitsubishi Motors Corporation
Daifuku Co., Ltd.	Mitsubishi Heavy Industries, Ltd.
Duskin Co., Ltd.	Mitsubishi Electric Corporation
Chofu Seisakusho Co., Ltd.	Mitsubishi Electric Home Appliance Co.,
Denso Corporation	Murata Machinery, Ltd.
Densotrim Co., Ltd.	Morimura Bros., Inc.
Toshiba Carrier Corporation	UACJ Corporation
Toshiba Lifestyle Products & Services Corporation	RIX Corporation
Toyoda Gosei Co., Ltd.	(And 500 or more companies)

▶▶Sales

Tokyo Branch
202 Felicia Tama, 3293-3 Noborito, Tama-ku,
Kawasaki 214-0014 Japan
TEL: +81-44-934-2217 (switchboard) FAX: +81-44-934-2241

Osaka Branch
4F Marushin Esaka Building, 1-12-10 Esaka-cho, Suita,
Osaka 564-0063 Japan
TEL: +81-6-6384-2233 (switchboard) FAX: +81-6-6368-1476

Kyushu Branch
Room 2 Well's IMT, 2-28, Kukomae 5-chome, Hakata-ku,
Fukuoka 812-0002 Japan
TEL: +81-92-626-8551 FAX: +81-92-626-8555

Hamamatsu Branch
2-18, Nishiasada 2-chome, Naka-ku,
Hamamatsu 432-8045 Japan
TEL: +81-53-450-8856 FAX: +81-53-450-8860

Ota Branch
105 Dream Plaza, 578 Komagi-cho, Ota,
Gunma, 373-0818 Japan
TEL: +81-276-46-9235 FAX: +81-276-48-4660

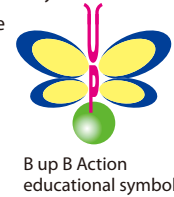
Hokkaido Branch
2-13-16 Hinode-cho, Tomakomai,
Hokkaido 053-0043 Japan
TEL: +81-144-38-6161 FAX: +81-144-32-3999

▶▶History

1935:	Established as a brush manufacturer
1943:	Incorporated as an industrial brush manufacturer under the company name Kowa Brush Ltd.
1954:	Started production of brushes for various vacuum cleaners, knitters, electric shavers, and hair dryers
1963:	Started production of various filters
1971:	Started production and development of a wide variety of brushes, including extraordinary brushes such as the patented Kowa Channel Brush in response to the modernization of steel and light metal production
1975:	Company renamed Kowa Co., Ltd.
1984:	Established the Cosmetics Division
1995:	Established Yangzhou Kowa Brush Co., Ltd. in Jiangsu Province, China
1997:	Brush Division 1 acquired ISO 9002 quality assurance standards Scope of registration: Assembly, semi-assembled parts, and suction port components for vacuum cleaners
2000:	Assembly plant for vacuum cleaner parts starts operation in Wuxi City, China
2002:	Acquired ISO 14001 environment management system
2003:	Established Suzhou Kowa Electric Appliance Co., Ltd. in Jiangsu Province, China
2006:	Started “B up B Action” in February
2007:	Recognized as an Aichi Brand Company
	Renamed divisions
	Brush Division 1 became Clean with Life consumer electronics Division
	Brush Division 2 became Clean With Industrial Equipments Division
2008:	Established the Hokkaido Branch and Ota Branch
2009:	Established Kowa Electric Appliance (Shenzhen) Co., Ltd. in Guangdong Province, China



Statue of founder, Ryosuke Hattori



B up B Action educational symbol

2011:	Completed construction of new AmaRoll plant
2012:	Established Kowa Trading (Hong Kong) Co., Ltd.
2014:	Completed construction of new plant for Clean With Industrial Equipments Division
2014:	Clean With Industrial Equipments Division acquired ISO 9001 quality assurance certification
2015:	Completed construction of the Soseikan Launched the Hinata Division
2016:	Launched sales of Hinata (in-house development) in April



▶▶Subsidiaries

Industry Kowa Co., Ltd.
Nishiimajuku, Ama, AICHI,490-1104 Japan
TEL: -81-52-441-3570 (switchboard)

Kowa Real Estate Co., Ltd.
Nishiimajuku, Ama, AICHI,490-1193 Japan
TEL: +81-52-441-4141

Suzhou Kowa Electric Appliance Co., Ltd.
Suzhou, Jiangsu Province, China

Yangzhou Kowa Brush Co., Ltd.
Yangzhou, Jiangsu Province, China

Kowa Trading (Hong Kong) Co., Ltd.
Hong Kong, China