

# The History of Yoshikawa Group

1946 Yoshikawa Metal Co., Ltd. established and commences operations. Business started with Nippon Stainless Steel Kozai Co., Ltd.

1948 Yoshikawa Metal Co., Ltd. establishes a branch in Tokyo, and the Plant Department is newly established.

1952 The Factory Department splits away from Yoshikawa Metal Co., Ltd. and the Yoshikawa Factory (currently known as the Yoshikawa Corp. #1 Plant) is newly established.

1953 Business started with the Nippon Metal Industry Corporation.

1954 Business started with the Nisshin Steel Co., Ltd. (formerly known as Japan Steel.)

1956 Business started with the Nippon Steel Corporation (formerly known as the Yawata Steel Corporation.)

1958 Founding president, Yukimatsu Yoshikawa, heads to America to protest against restrictions on the import of metal kitchenware.

1959 Building constructed in Hatchobori, Tokyo.

1962 The Yoshikawa Factory is completed (currently known as the Yoshikawa Corp. #2 Plant) and an overall administrative system is established.

1964 The Yoshikawa Sales Co., Ltd. (currently known as the Yoshikawa Corp. Head Office) is newly established.

1967 The Yoshikawa Factory's Yoshida Plant is completed (later known as Yoshikawa Metalware Co., Ltd.) Starts operations as an exclusive kitchenware manufactory. President Sessho Yoshikawa is recognized for his contribution to local industry, and awarded the Medal with Blue Ribbon.

1971 Yoshikawa Metalware Co., Ltd. (currently known as the Yoshikawa Corp. #3 Plant) is newly established.

1973 Yoshikawa Corporation moves to a new location. A large warehouse is constructed.

1975 Development of metal-core cladding with explosion-bonding carried out together with Asahi Kasei and Japan Steel Works Ltd. is successful. Business in Yoshikawa metals is started. The Yoshikawa Factory commences development of pots that use cladding at the same time.

1976 Prima Inc. is newly established.

1978 President Yukimatsu Yoshikawa is awarded Order of the Rising Sun with Gold and Silver Rays in recognition of his many years of service.

1979 Yoshikawa Corp. markets the first pots made from metal-core cladding under the name of the Cook Pal Collection.

1980 Yoshikawa Corp. receives the Good Design Award for its Cook Pal Collection.

1981 Yoshikawa Corp. builds an extension to its #2 Plant.

1982 President Yukimatsu Yoshikawa passes away suddenly. Yoshiyuki Yoshikawa is appointed president and takes over control of the entire Yoshikawa Group. Former president Yukimatsu Yoshikawa is posthumously awarded the Order of the Sacred Treasure with Gold Rays and Rosette for his service.

1983 Asahi Kasei and the Japan Steel Works separate and create two sales routes. Yoshikawa Corp. fails to win the right to receive deliveries or sell steel from the Japan Steel Works.

1984 Sumitomo Metal Industries and Yoshikawa Corp. develop a metal-core five-layer structure that uses nickel foil in a joint development project. All sales rights are awarded to Yoshikawa Corp. Material used in the Cook Pal Collection is changed to the metal-core five-layer structure.

1985 Prima Inc. moves to the Yoshikawa Building in Tokyo's Hatchobori.

1991 The Yoshikawa Factory, the Yoshikawa Metalware Co., Ltd. and the Yoshikawa Sales Co., Ltd. amalgamated into the Yoshikawa Corporation.

1996 Yoshikawa Corp. develops and commences the sale of the Power Cook Series that uses aluminum cladding manufactured with NAR-160 developed by Sumitomo Metal Industries. This series receives the Good Design Award in October of the same year.

1998 Yoshikawa Corporation's Tsubame administration department moves to Yahiko as the company's head office.

1999 Yoshikawa Corporation's #1 Plant, #2 Plant and #3 Plant acquire the ISO9001 certification.

2001 Yoshikawa Corporation's head office acquires the ISO9001 certification. Yoshikawa Corporation's ISO9001 certification is backdated to the year 2000.

2003 Yoshikawa Metalworks Co., Ltd. is awarded the ISO9001 certification.

2004 Yoshikawa Corp. markets the Cook Pal Prime series that uses metal-core five-layer structure material. This series receives the Good Design Award and the Long Life Design Award in October of the same year.

2006 The towns of Yoshida and Bunsui are merged and become the City of Tsubame. Tsutomu Yoshikawa assumes office as president of the company taking the leadership of Yoshikawa Group. Yoshiyuki Yoshikawa, the former President, receives the Order of the Rising Sun in recognition of his lifetime achievement. Yoshikawa Shisetsu Co., Ltd. and Asahi Kogyo Ltd. are integrated to Yoshikawa Corporation.

2007 President Tsutomu Yoshikawa develops and announces the Yoshikawa Group Business Development Plan for 2007.

2008 Yoshikawa Tokyo Branch, Prima Inc., is relocated to Ryogoku, Sumida-ku in Tokyo. Yoshikawa Corporation launches the transition to a new regime establishing the Lifestyle Business Department and Implementation Department. Yoshikawa Corporation and Prima Inc. are merged. President Tsutomu Yoshikawa develops and announces the Yoshikawa Group Business Development Plan for 2008. Tokyo Branch and Niigata Sales Office of Yoshikawa Metal Co., Ltd. acquire ISO9001 : 2000 certification. Tokyo Branch and Osaka Sales Office of Yoshikawa Corporation acquire ISO9001 : 2000 certification. Yoshikawa Corporation is appointed by Japan Institute of Workers' Evolution as a company which promotes to improve the workplace environment. Cut Well Co., Ltd. acquires ISO9001 : 2000 certification. Yoshikawa Metal Co., Ltd. acquires ISO14001 : 2004 certification. Yoshikawa Corporation acquires ISO14001 : 2004 certification. Plant One and Plant Three of Yoshikawa Corporation are integrated and renamed the Daiichi Production Division of the Implementation Department. Plant Two of Yoshikawa Corporation is renamed the Daini Production Division of the Implementation Department. Yoshikawa Corporation COOK-PAL PRIME receives a Home Style Award Best Look in the trade fair Interior Lifestyle China 2010. President Tsutomu Yoshikawa makes a speech at the awards ceremony.

2011 Yoshikawa Corporation COOK-PAL REN receives a Best Green Style Award in the trade fair Interior Lifestyle China 2011 and also receives a Loyalty Award.

2012 Yoshikawa Metal Co., Ltd. Developed in ourself "elevator disaster prevention cabinet" was released. It was set up to the location of the Tsubame city hall and other.

2013 Yoshikawa Corporation. Yoshikawa launched the "EAtoCO" series. Yoshikawa Corporation.

2014 The EAtoCO cooking pan won the Niigata Governor's Prize at the Japan Tsubame Industrial Design Contest held in Tsubame City.

2015 Yoshikawa Corporation. The Yoshikawa Group was awarded the Value Prize recognizing its "characteristic value".

2016 Yoshikawa Corporation. The EAtoCO "Oki" Ladle Stand received the Incentive Award at the Japan Tsubame Industrial Design Contest held in Tsubame City.

2017 Yoshikawa Corporation. The EAtoCO "Nulu" Butter Knife received the Kanto Bureau of Economy, Trade and Industry Prize at the Japan Tsubame Industrial Design Contest held in Tsubame City. Launch of the "Aikata" double spouted, stainless steel, light-weight, 18 cm saucepan shown at the July Kitchen EXPO.

2018 "Special Jury Prize" at the "Japan Tsubame Industrial Design Contest" hosted by Tsubame City. Received the 2018 Award of Excellence (the Jury Committee Award) at the Best Contributors to Product Safety Awards organized by the Ministry of Economy, Trade and Industry.

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<http://www.yoshikawa-group.co.jp/kitchen/>



# Company Profile

**YOSHIKAWA**  
YOSHIKAWA CORPORATION



## Innovate living, for a better lifestyle.

At Yoshikawa's Lifestyle Division, we envision people's lives enriched by "food".

Can cooking become less a chore and be more enjoyable? What functions can be added to make serving food effortless while complimenting the overall eating experience? How can a product assist in bringing family closer during meals? These are some of the questions we ask. At Yoshikawa's Lifestyle Division, we strive to make products that make people's relationship with food not only easier but also more meaningful.

## Innovativ leben, für einen besseren Lifestyle

Wir im Bereich Lifestyle bei Yoshikawa meinen, dass "Essen" das Leben der Menschen bereichert.

Kann Kochen weniger eine Pflicht sein und sogar Vergnügen bereiten? Welche Funktionen können hinzugefügt werden, um das Servieren von Essen weniger aufwändig zu machen, während sie die eigentliche Erfahrung des Essens aufwerten? Wie kann ein Produkt dazu beitragen, die Familie während der Mahlzeiten näher zusammen zu bringen? Dies sind einige der Fragen, die wir uns stellen. Im Bereich Lifestyle von Yoshikawa streben wir danach Produkte herzustellen, die die Beziehung zwischen Menschen und Essen nicht nur leichter, sondern auch bedeutsam macht.

**Our company is based in the area of Tsubame Sanjo, a region renowned for superior metalworking spanning almost 400 years. With pride deeply rooted in history, Yoshikawa can only aim higher when it comes to quality.**

While valuing our own skills and techniques, we also work closely with local industries sharing knowledge and experiences. These collective efforts and cumulative know-how lead us to make constant improvements, making our products safer and higher in standards.

At Yoshikawa's Lifestyle Division, we focus not only on one aspect of a product, but on the entire lifecycle. Through extensive research and market analysis, we keep ourselves sensitive to current trends and future opportunities. Our direct involvement in planning, development, and sales makes us not only experts of our own products, but also more understanding of our customer needs. With strong vision of lifestyle, and with deep understanding of both production and end-user needs, we continue to propose new and innovative ideas that make marks in the kitchenware market.

Experience one of Yoshikawa's innovative products. Not only will you enjoy its high quality, but may also find few surprising delights in its innovative features.



Unser Unternehmen hat sich in der Umgebung von Tsubame Sanjo niedergelassen, eine Region, die seit fast 400 Jahren für hervorragende Metallarbeiten bekannt ist. Tief mit Stolz in der Vergangenheit verwurzelt, kann Yoshikawa, wenn es um Qualität geht nur noch höher streben.



Während wir unsere eigenen Geschicke und Techniken wertschätzen, arbeiten wir eng mit der ansässigen Industrie zusammen, indem wir Wissen und Erfahrung teilen. Diese gemeinsamen Bemühungen und gesammeltes Know-How führen dazu, dass wir uns ständig verbessern, indem wir unsere Produkte sicherer und höher in ihren Standards machen.

Im Bereich Lifestyle bei Yoshikawa fokussieren wir uns nicht nur auf einen Aspekt eines Produkts, sondern den ganzen Lebenszyklus. Durch umfangreiche Forschung und Marktanalysen bleiben wir offen für zeitgemäße Trends und künftige Möglichkeiten. Unser unmittelbarer Eingriff bei Planung, Entwicklung und Verkauf macht uns nicht nur zu Experten für die eigenen Produkte, sondern läßt uns die Bedürfnisse unserer Kunden verstehen. Mit einer starken Vision von Lifestyle und einem tiefen Verständnis für sowohl die Produktion, als auch die Bedürfnisse des Endverbrauchers, liefern wir ständig neue und innovative Ideen, die Meilensteine am Markt für Küchengeschirr setzen.

Erleben Sie eines von Yoshikawas innovativen Produkten. Sie werden nicht nur seine hohe Qualität schätzen, sondern Sie werden auch, kein Wunder, Vergnügen an seinen innovativen Funktionen finden.

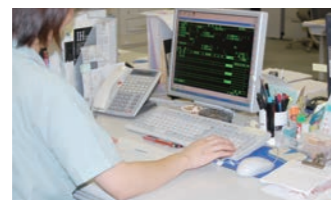


#### New Market Opportunities

We place great efforts in maintaining our product competitiveness in an ever-changing market. By staying up-to-date with consumer needs and being prepared to quickly innovate, we keep ourselves always ready to grasp new opportunities.

#### Neue Markt Chancen

Wir unternehmen große Anstrengungen, die Konkurrenzfähigkeit unserer Produkte auf einem sich ständig wandelnden Markt zu sichern. Indem wir immer auf dem neuesten Stand sind, welche Bedürfnisse unsere Kunden haben und in der Lage sind, schnell darauf einzugehen, sind wir jederzeit bereit neue Chancen zu ergreifen.



#### Direct Customer Support

From general inquiries to issues and claims, our team can provide direct assistance to consumers providing quick and comprehensive response.

#### Direkter Kundenservice

Von allgemeinen Fragen, bis hin zu Problemen und Beanstandungen, kann unser Team dem Kunden direkte Hilfestellung anbieten, indem es schnell und umfassend antwortet.



#### Sales Team with Dedicated Support

At Yoshikawa, we believe that your success leads to our success. To achieve your goals, our dedicated sales team will work diligently to accommodate your various needs.

#### Verkaufsteam mit engagierter Unterstützung

Bei Yoshikawa sind wir davon überzeugt, dass Ihr Erfolg zu unserem Erfolg führt. Um Ihre Ziele zu erreichen, arbeitet unser engagiertes Verkaufsteam unablässig daran, sich Ihren unterschiedlichen Bedürfnissen anzupassen.



#### Priority For All Orders

Orders large or small, every sale is our priority. From the time you place your order to fulfillment, we are committed to providing speed and accuracy to all orders.

#### Priorität für alle Aufträge

Unabhängig davon, ob die Aufträge groß oder klein sind, alle Aufträge haben Priorität. In der Zeitspanne vom Eingang Ihrer Bestellung bis hin zur Auslieferung fühlen wir uns zu Schnelligkeit und Genauigkeit allen Aufträgen gegenüber verpflichtet.

#### Further Efforts in Providing Quality Assurance

With the introduction of ISO within all companies, Yoshikawa Group continues to provide quality assurance not only domestically, but also for the global market.

With the introduction of ISO, Yoshikawa Group continues to produce quality products, with assurance now extended globally. By sharing the standards with all our group companies, we strengthen our collective efforts to create the best products with care for both quality and the environment.



#### Weitere Bemühungen zur Qualitätssicherung

Mit der Einführung der ISO innerhalb des gesamten Unternehmens.

Die Yoshikawa baut weiterhin die Qualitätssicherung nicht nur auf dem heimischen Markt, sondern auch auf dem globalen Markt aus.

Mit der Einführung der ISO produziert die Yoshikawa Gruppe weiterhin Qualitätsprodukte, jetzt mit global umfassender Zusicherung. Da wir die Standards mit allen Unternehmen der Gruppe teilen, stärken wir unsere kollektiven Bemühungen die besten Produkte zu kreieren mit Rücksicht auf beides, Qualität und Umwelt.

#### With a network of Yoshikawa Group Companies, Yoshikawa's Lifestyle Division works to create new possibilities.

Introducing Yoshikawa's Lifestyle Division and a Network of Yoshikawa Group Companies.

**Founding Date:** April 1, 1952

**Capital:** 10 million yen

**Number of Employees:** 170 people (as of July 1, 2018)

#### Business outline

Planning and Sales of Household Goods Focusing on Kitchenware

#### Main Clients

Major Department Stores (Including Takashimaya, Mitsukoshi, and Isetan), General Merchandise Stores, Specialty Retailers, Co-op Stores, and Catalog Retailers.

Der Bereich Lifestyle von Yoshikawa arbeitet mit einem Netzwerk von Unternehmen der Yoshikawa Gruppe zusammen, um neue Möglichkeiten zu schaffen.

Wir stellen den Bereich Lifestyle und ein Netzwerk von Unternehmen der Yoshikawa Gruppe vor:

**Gründungsdatum :** 1. April 1952

**Kapital :** 10 Millionen Yen

**Anzahl der Beschäftigten :**

170 Mitarbeiter (Stand: 1. Juli 2018)

#### Geschäftsprofil :

Planung und Verkauf von Haushaltswaren mit Schwerpunkt Küchengeschirr.

#### Hauptkunden

Hauptsächlich Kaufhäuser (Einschließlich Takashimaya, Mitsukoshi und Isetan), größere Handelsgeschäfte, Fachhandel, Konsumläden und Katalog-Händler.

