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NIHON SEIMITSU CO.,LTD

**Romance,
small enough
to fit in your palm.**



Since our foundation in 1978, we have expanded our business through the manufacturing of precision parts such as wristwatch bands, eyeglass frames, and other daily necessities.

"Proposal, development, cost, technique, quality, management" – we focus on these six features to satisfy the needs of leading domestic and overseas companies. We strive to deliver romance to people all around the world.

Business Area

Iris Bezels / Forged Bezels / Wristwatch bands / Buckles
Back Cases / Luxury Buckles / Fishing equipment / Glasses Frames

Applicable Area

Automobiles / Home appliances / Office automation / Mobile products
Health products / Industrial products

We design detailed, elegant products.

The manufacture and sale of Japan's premier watch band, bezel, and related products.

As an industry pioneer, we have developed the first carbide ceramic, pure titanium watch band.

We continue to look to diverse materials and state-of-the-art technology to improve our products.

Our philosophy of "dream, seek beauty, shape" has led to high-quality products that have gained our company credibility and trust among brands both in Japan and overseas, including OEM contracts with many such manufacturers.

Iris Bezel

We are able to build a complex yet precise shape from single sheet material, due to our advanced processing and molding technology.



Forged bezel

The forged bezel, which is used for luxury watches, is also manufactured using high quality press processing technology.



Bands and luxury buckles

With advanced processing technology and quality control, we manufacture bands and luxury buckles using a wide variety of materials.



We create our products with a perpetual focus on impression and comfort.

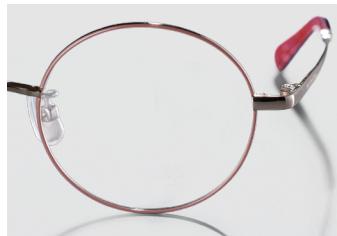
Titanium is an ideal material for glasses frames due to its lightness, elasticity, corrosion resistance, and low allergy rate.

Our company zeroed in on this material, and using our watch band technology as the base, currently design and manufacture titanium glasses frames.

Furthermore, as a leading company in the industry, we are actively looking to integrate new materials such as carbon fiber into the design of our frames.

Glasses rim

Delicate parts like the curve of the rim can make or break a pair of glasses – it is this intricate craftsmanship that we provide.



Special material frame

We are also developing frames using new materials like carbon fiber and duralumin.



Pad arms

Our delicate technology is also utilized to maximize comfort through minuscule adjustments.



We meticulously brush up each and every element.

Our precise parts-processing technology is also effective in other applied products. Using plastic, aluminum, and titanium based material, we manufacture a wide variety of products including fishing parts, health equipment, and static electricity eliminators. These are designed to correspond with the latest designs in each area, allowing us to contribute to the development of an assortment of goods.

Alumite Processing

We are developing lightweight fishing equipment parts using a processing technology that creates film on the surface of aluminum.



A composite of resin molding and metal processing.

Using a metal mold allows for multi-colored shaping. The metal part of the installation is also produced, further adding value.



Other products such as Static Electricity Eliminators

We also produce factory equipment to deal with static electricity trouble.

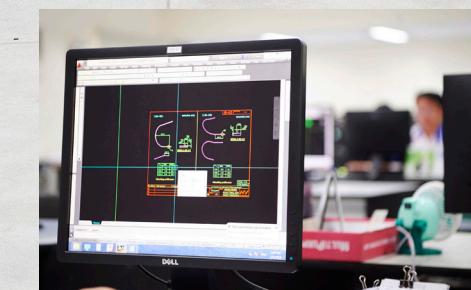
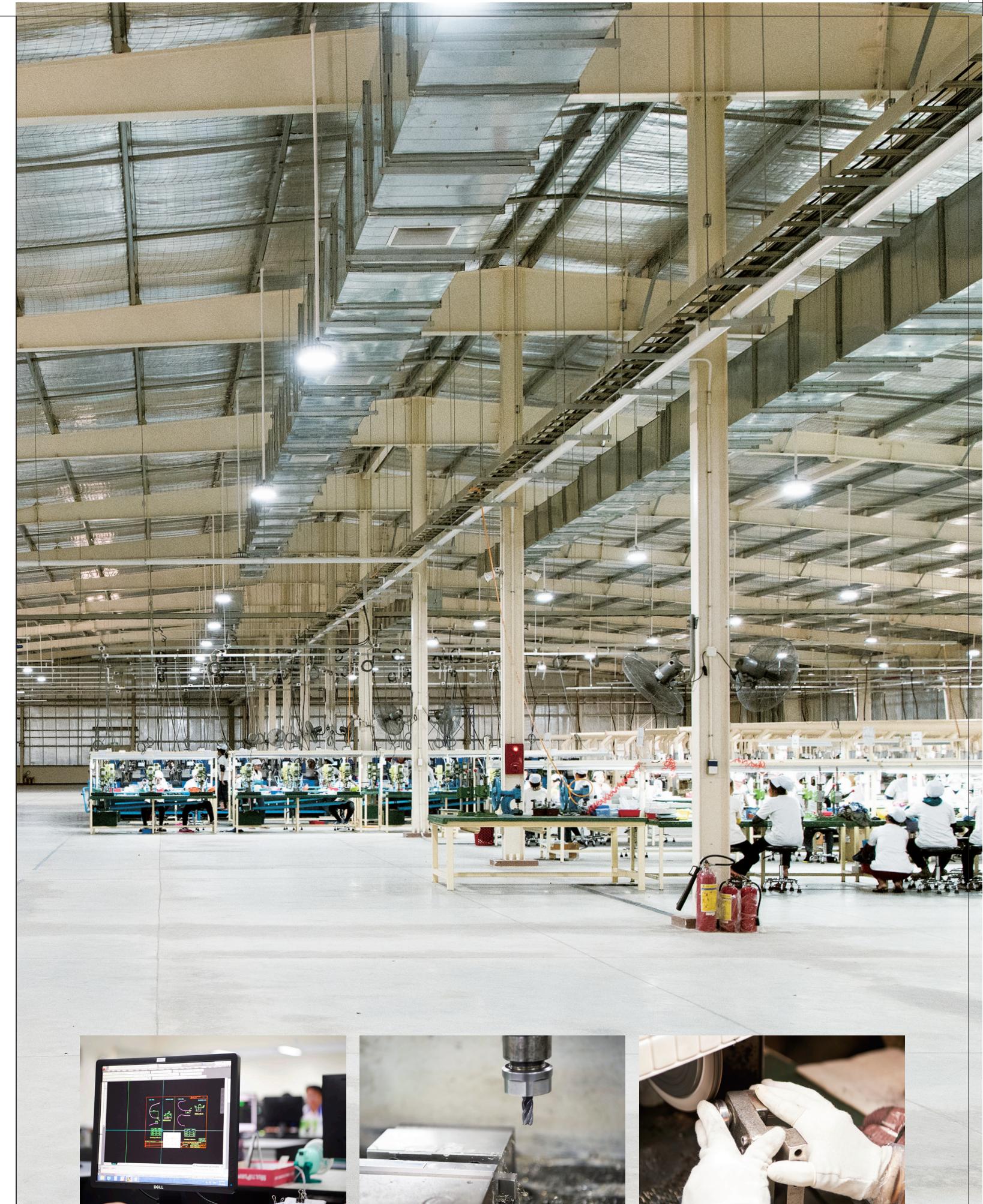


An original production structure to showcase “Japanese quality” overseas.

In pursuit of “high value products” and “cost minimization”, we have opened factories in Vietnam and Cambodia, and a branch office in Hong Kong. We are treading the path of a global company. Our strategy considers the ASEAN region as one, allowing us to supply Japanese quality products at a low price. All of our overseas manufacturing bases are managed at our headquarters in Kawaguchi, Japan.

- JAPAN
- VIETNAM
- CAMBODIA
- HONG KONG

Proposal Capability	Development Capability	Cost Performance
We exercise proposals that anticipate our needs in the planning and design stages of “high value products”. This allows us to create a complete plan that encompasses all aspects of the product, including variety, low volume production, quick delivery production, etc.	We believe that exceptional technology follows exceptional development. We constantly look to adopt new technology and practice R&D for state-of-the-art products. We aim to be a development-driven company in all aspects – HR, quality, products, management, cost, delivery, market analysis, production line, etc.	In order to increase cost competitiveness, we used our Hong Kong office as a base to build an integrated production system factory in Vietnam. This allows us to practice low cost and quick delivery time using our “high value products”.



photographs are from NISSEY VIETNAM and NISSEY CAMBODIA

Our Kawaguchi headquarters, the control tower that touches the world.

Nihon Seimitsu was founded in 1978, by a mountain stream in Chichibu, Saitama. Since then, we have expanded around Chichibu for over twenty years. Since relocating the entirety of our manufacturing base to Vietnam in pursuit of cost minimization of "high value products", we have placed an emphasis on hiring experienced personnel to manage our overseas bases.

This allows us to manage product planning and sales/sales planning all in one unit.



The control center for development planning, sales, and business management.

Implemented a low cost stable supply system based overseas, using our titanium processing technology to produce watch bands, glasses frames, and fishing parts. This production system, which mirrors the needs of trading companies, has drastically increased our cost competitiveness.

To further pursue cost competitiveness and efficiency.

In order to further benefit the profits of overseas production by leveraging the reliable business management and cost reduction effects from our Kawaguchi head office, we propose that leading companies in the growth industry engage in production cooperation/joint development to establish new, promising products.

The function of the head office is to objectively judge technology and quality.

Our sales force accurately grasps the needs of trading companies, allowing us to continuously provide reliable products in response to their satisfaction level. We place a strong emphasis on our role as a high-quality manufacturing company and our responsibility to contribute to society.

The Vietnam factory – where the group's power is assembled.

In 1994, while many watch manufacturers at the time developed factories in China, building a factory in Vietnam, a member of ASEAN, was an apt business shift. As many enterprises enter ASEAN due to soaring labor costs in China, having a stable manufacturing base already established is a huge advantage. Our results have demonstrated that this region is capable of achieving the entirety of "proposal, development, cost, delivery, technology, quality, management, manufacturing line" under the corporate power of Nihon Seimitsu.



World class Japanese quality, in Vietnam.

The quality of "Made in Japan" once dominated the world, and remains world class to this day. At our Vietnam factory, we produce top quality products by using top-notch materials and cutting-edge technology. We hold the belief that high quality products are realized by seeking beauty from the soul.

The power of people, overflowing with strong will and creative spirit.

We currently have two factories within the special processing zone of Ho Chi Min City, and an integrated production system that includes molding, pressing, welding, polishing, and surface processing. This system is backed by over 2,000 Vietnamese employees (as of December 2017). Skilled local technicians provide other important features, such as ion plating technology and laser processing technology, to ultimately create "high value products".

Acquired the international standard for quality assurance, the ISO9001•2008.

"NISSEY VIETNAM CO.,LTD acquired the international quality guarantee standard - the "ISO9001 • 2008" from BVQI (UK) in March of 2000. At Nihon Seimitsu, we effectively implement the quality management system of the "ISO9001 • 2008" at all stages of production - from contract, design development, pilot production, and purchases to mass production and delivery.

A high level integrated production system, based on the highest Japanese quality.

We are completely transferring our precision processing technology to the Vietnam factory. Starting with the first ever carbide ceramic, pure titanium watch band, we employ a wide variety of materials, including cheap metals, and urethane bands. At the Vietnam factory, we manufacture exterior watch parts, glasses frames, and fishing tackle parts. Here, we specialize in luxury products, and are a key member in technological development for the business.

ONE STOP SOLUTION

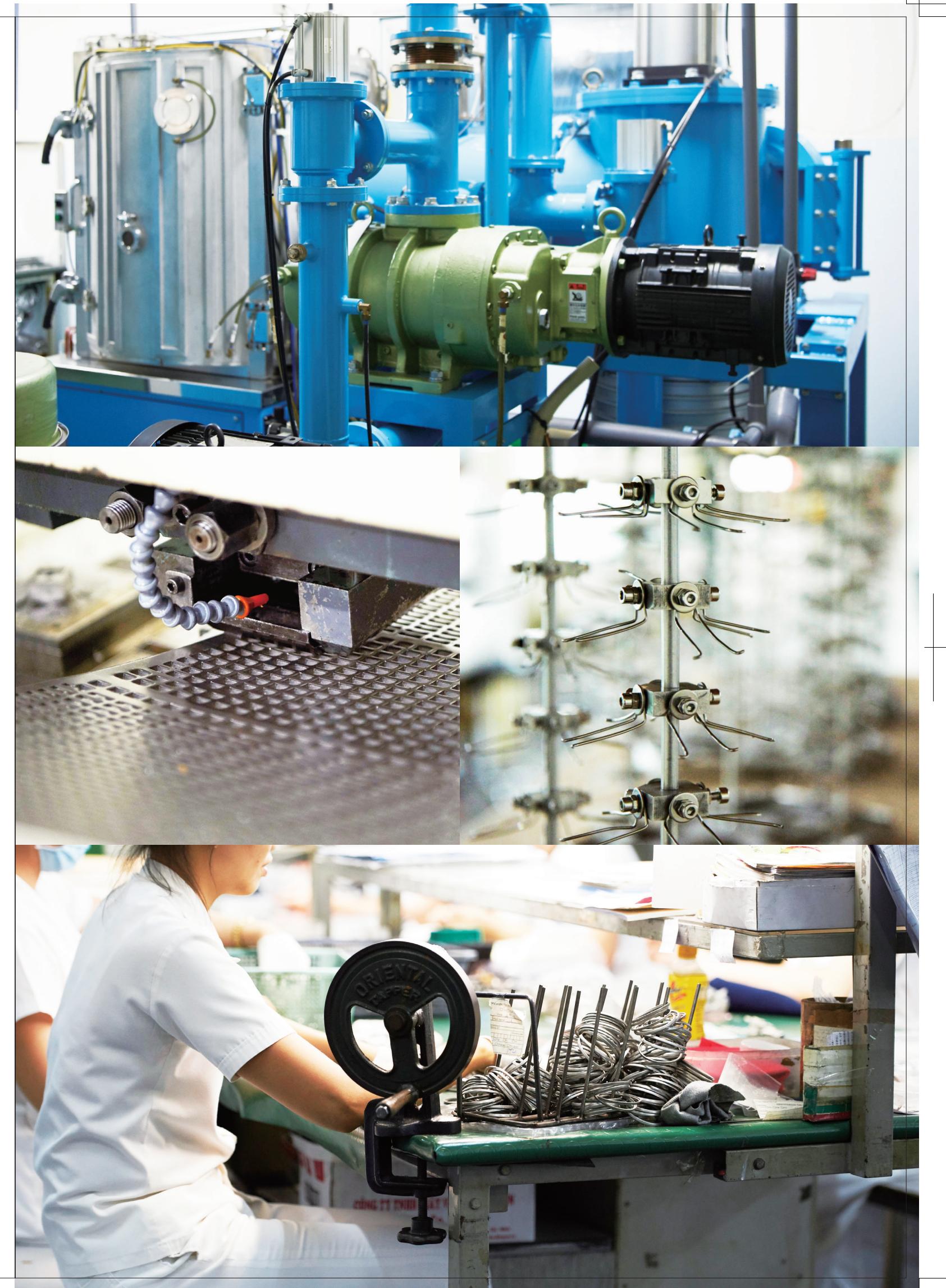
We complete everything within the Vietnam factory

*Kawaguchi head office

Planning and development >

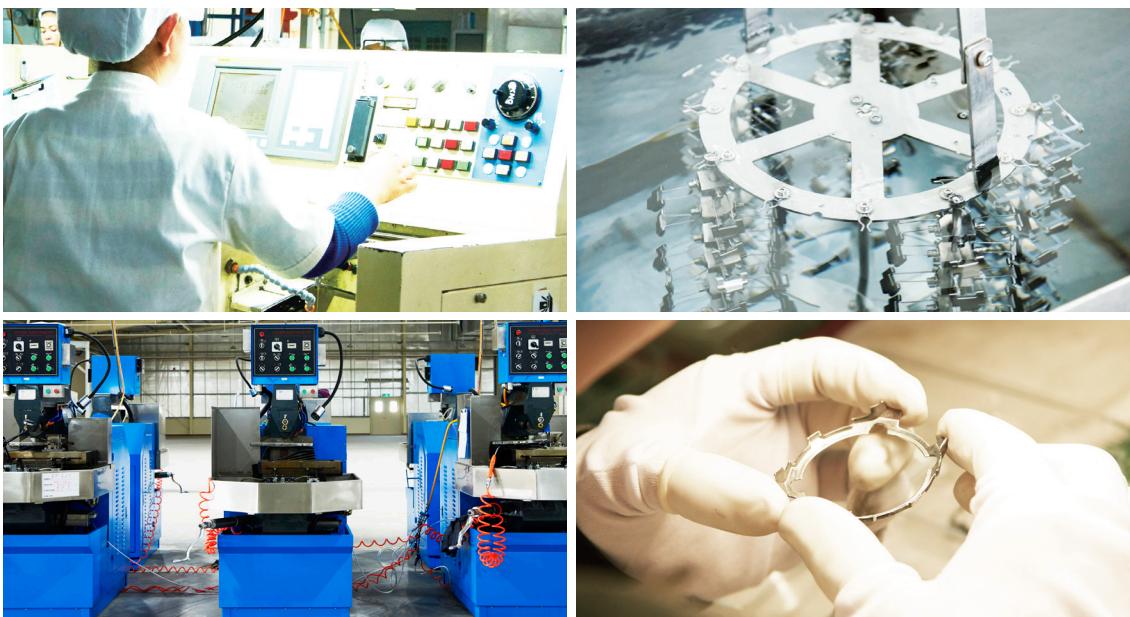
Mold Design & production > Press process > Various special processes >

Welding & polishing > Surface treatment > Assembly > Inspection > Shipment



The Cambodia factory, which launches us to new heights.

In 2014, we established a new factory to expand business in the ASEAN region. We secured a 129.6 square meter site (about 5.7 times the size of the Vietnam factory) in Bavet, an eastern Cambodian town along the Vietnamese border. Its closeness to the Vietnam mother factory allows for good synergy. Through our technical personnel at the Vietnam factory, we are able to quickly and efficiently transfer processing and manufacturing technology, expanding our production system with minimum risk and cost.



2 factories in Cambodia

We manufacture watch bands, and can produce up to 50,000 units per month. The exterior watch parts produced at our other factory (NISSEY CAMBODIA CO.,LTD) are geared toward mainstream to intermediate products.

The Hong Kong branch, that readily responds to the needs of the world market.

At the Hong Kong branch, we procure parts that are not manufactured in Vietnam, such as non-metallic products, at a low cost from China. We also perform resin molding, sewing work on leather goods and compression molding cloths like silicone, and metal injection molding (MIM). Furthermore, it plays a vital role as a sales base for Nihon Seimitsu products.



Piece by piece, we will create the bright future.

Here at Nihon Seimitsu, we have the philosophy: "dream, seek beauty, shape". We believe that having the attitude of "believing you can make it a reality" will focus on-site problem solving skills, and will ultimately be the driving force to design the future.

We wish to overcome borders and deliver Japanese quality to people all around the world.



