



日本精密 株式会社

Nihon Seimitsu Co., Ltd.

Company Profile

Precision Engineering Excellence

Company Overview & Corporate Philosophy

Company Overview

 **Founded:** August 10, 1978

 **Head Office** : 4-1-8 Honcho, Kawaguchi Center Building 8F, Kawaguchi City, Saitama

 **Representative** : Hideo Ito (President & CEO)

 **Capital:** 2,018,287,000 yen (as of March 31, 2025)

Corporate Philosophy

We focus on delivering **high value-added products** and driving **future-oriented innovation**.

Our core strengths are:

Proposal Capability – Anticipating customer needs and providing solutions from the planning and design stages.

Development Capability – Introducing advanced materials and manufacturing technologies through continuous R&D.

Global Competitiveness – Building a global production system supported by Japanese quality standards.

Core Strengths of Nihon Seimitsu



Proposal Capability

Deep market understanding and decades of accumulated technology allow us to make optimized proposals early in the planning stage.



Development Capability

We continuously research and adopt the latest processing technologies and materials.



Global Competitiveness

A global manufacturing structure based on Japanese quality enables stable, high-quality supply to leading domestic and international brands.

Main Business Segments

Nihon Seimitsu operates three core business pillars, all rooted in precision metalworking expertise:



Watch Components Business

- **1978:** Started manufacturing and sales of titanium and stainless-steel watch bands
- **1981:** Began exporting ceramic watch bands for the European market
- Enhanced processing technology for watch exterior components (bands, bezels, etc.) and supplied high value-added, high-quality products to major domestic and international manufacturers

絞りベゼル

高度な金型技術と加工技術により一枚の素材から複雑で精密な形状を作り上げます。



鍛造ベゼル

高級時計に使用される鍛造ベゼルも、高品質なプレス加工技術により製造しています。



バンド・美錠

高度な加工技術と品質管理で、多種多様な素材を使ったバンド・美錠を製造しています。



★ Core Business



Eyeglass Frame Business

- **1994:** Began manufacturing OEM titanium eyeglass frames for the European market at the Vietnam factory
- **2007:** Started developing and selling eyeglass frames for major brands in collaboration with Murai Co.
- **2015:** Murai Co. and Mondottica established a joint venture to plan and develop products for the Japanese market

メガネリム

メガネを決定付けるリムのカーブなど、繊細な加工技術でブランド開発に貢献しています。



特殊素材フレーム

カーボンファイバーやジェラルミン等、新素材によるフレーム開発も進めています。



クリングス

かけ具合の角度を調節する重要な部分にも、当社の繊細な技術が生かされています。



📈 Growth Business



Fishing Gear & Auxiliary Products Business

- **1988:** Applied watchband manufacturing technology to begin production and sales of aluminum fishing components
- **From 2000 onward:** Transferred technology to Vietnam and Cambodia, achieving stable, high-quality production; in Japan, expanded into auxiliary products such as static electricity eliminators

樹脂成型加工 & 金属加工のコンビジット

金型から製作し、多色成形が可能。又、付加価値アップの取付け金属部品も一貫生産しています。



静電気除去機などの他商品

静電気のトラブルを除去する工場用道具も、当社の技術の下、一貫生産しております。



⚙️ Technology-Applied Business

Watch Components Business

Overview

The watch components business has been the core business of Nihon Seimitsu since its founding. We specialize in the manufacturing and sales of watch exterior components such as metal (titanium and stainless steel) and ceramic watch bands, as well as bezels.

We are committed to providing high value-added products by leveraging advanced precision tooling and surface treatment technologies, meeting the needs of major watch manufacturers both in Japan and overseas.

Main Products

Metal Watch Bands

High-precision bands using titanium, stainless steel, and more

Ceramic Watch Bands

Lightweight, corrosion-resistant bands

Bezels

High-precision components protecting the watch face

Exterior Parts

Various parts used for watch exteriors



Technological Advantages



Precision Mold & Tooling Technology

Ability to create complex shapes from single sheet materials



Surface Treatment Technology

Utilizing multi-color molding and advanced surface coating technologies to enhance product value.



Advanced Material Technology

Developing ultra-hard, pure titanium components and pursuing advanced capabilities in a wide range of materials.

Eyeglass Frame Business

🧐 Overview

MURAI handles both direct sales to retail stores and indirect sales through distributors.

Products are distributed through channels selected based on design, pricing, and target customers.

Business Structure

- ✔️ **Planning & Procurement:** Murai Co., Ltd.
- ✔️ **Sales:** Murai + Mondottica Japan Co., Ltd.

★ Business Strengths

🎨 Design Excellence

Developed with top global designers, market insights, and trend-driven creativity.

⚙️ Quality Commitment

Focus on comfort, functionality, and high durability through carefully selected materials and precise manufacturing.

🕒 Brand Diversity

JILLSTUART

JILL by JILLSTUART

JILLSTUART
NEW YORK

agnès b.

agnès b.
H O M M E

agnès b.
E N F A N T

Vivienne
Westwood

Lydia J. J. J.

Y'S

ANNA SUI

Cath Kidston®
EYEWEAR

Selecta 

feathermetal

📋 Representative Product Lines

- **Titanium Frames:** Lightweight and flexible with hypoallergenic features
- **Ceramic Frames:** High durability and premium appearance
- **Multi-Material Frames:** Innovative designs combining diverse materials

👥 Diverse Brand Portfolio

Flexible response backed by extensive experience supplying multiple brands.

Fishing Gear & Auxiliary Products Business

Overview

In 1988, we applied precision die and processing technology developed for watchbands to begin manufacturing fishing components.

Today, our lineup includes both fishing components and auxiliary products such as static electricity eliminators.

Production & Sales Structure

Manufacturing:

- NISSEY VIETNAM Co.,Ltd
- NISSEY CAMBODIA Co.,Ltd

Sales:

- NIHONSEIMITSU Co.,Ltd
- MURAI Co.,Ltd

Main Products



Fishing Press Components

Lightweight, high-precision parts using advanced tooling technology



Static Electricity Eliminators

Devices utilizing surface treatment technologies



Various Applied Products

Products created by integrating precision molds with advanced processing

Production System & Global Expansion

Integrated Production

A streamlined production system based on Japanese quality standards enables us to serve the global market.

- ✓ Japan's advanced technical expertise
- ✓ One of the largest watch component manufacturing capacities in Japan
- ✓ Continuous pursuit of next-generation material technologies

Global Expansion

Under the “**BEYOND CHINA**” strategy, we shifted production to ASEAN countries.

- ✓ Strengthened collaboration between Vietnam and Cambodia
- ✓ Expanded manufacturing of high value-added products overseas

Role of the Kawaguchi Headquarters

- ★ Fulfilling the role of a strategic command center
- ☰ Leading planning & development, sales and marketing strategy, and corporate management
- 👥 Driven by a highly skilled and diverse workforce
- ✓ Pursuing excellence in technical quality and customer satisfaction



Global Production Network

Vietnam Factory

Industry-leading technology for ultra-hard materials, difficult-to-machine metals, and high-end components

Cambodia Factory

Key base for risk hedging and expansion of OEM production under “BEYOND CHINA”

Vietnam Factory (Overseas Production Base)



Basic Information

- Company:** NISSEI VIETNAM CO., LTD.
- Founded:** 1994
- Certification:** ISO 9001 acquired in March 2000
- Scale:** First Factory – Site Area: 3,960m² (Established in 2000)
Third Factory – Site Area: 1,833.67m² (Established in 2013)
Fourth Factory – Site Area: 3,489.26m² (Established in 2016)

★ Role as a Mother Factory

🏆 A Production Base for High-End and High Value-Added Products

By fully transferring Japan's advanced precision processing technologies cultivated over many years, the factory carries out industry-leading manufacturing of ultra-hard materials, difficult-to-machine metals, and a wide range of high-difficulty advanced materials.

⚙️ Standardization of Technology and Quality

Through Japanese engineers, we ensure the rapid and accurate transfer of processing technologies and manufacturing processes, strengthening our production system. This enables us to deliver Japanese-quality products at competitive prices.

☰ Function as a “One-Stop Solution”

We provide industry-leading processing capabilities for ultra-hard materials, difficult-to-machine metals, and a wide range of high-difficulty advanced materials. Our strengths include the manufacturing of watch components, fishing gear parts, and mid- to high-end products.

Cambodia Factory (Overseas Production Base)



Overview

Founded : May 2013

Location: Bavet City, Cambodia

Company Name: NISSEY CAMBODIA CO., LTD.

Scale: A site approximately 5.7 times the size of our Vietnam factory (129,600 m²)

★ Strategic Characteristics

📍 Geographic Advantage:

Approximately 80 km from Ho Chi Minh City, enabling efficient land logistics

🚚 Reduced Transport Cost

Short-distance logistics ensures rapid technology transfer

🌐 Support for ASEAN Expansion

Meets customer requests for ASEAN-region production

🛡️ “BEYOND CHINA” Strategy

Serves as a key base for risk hedging and diversified supply

Quality Management System

ISO9001 Certification

- ✓ Certified in March 2000
- ✓ strict quality standards are maintained across all production sites.



Quality Management Process

Planning

Market research and feasibility analysis

Design

Detailed, high-precision engineering

Prototyping

Functionality testing and refinement

Mass Production

Stable supply through robust process control



Maintaining Japanese Quality

- ✓ Providing Japanese-quality products to global markets
- ✓ Leveraging decades of technical expertise
- ✓ Ensuring quality at every stage with continuous improvement

ASEAN Project & Growth Strategy

“BEYOND CHINA” Strategy

Shift to ASEAN production to reduce overdependence on China.

- 2014: Established a new factory in Cambodia
- Strengthened collaboration between the Vietnam and Cambodia factories
- Built a manufacturing infrastructure for watch production in the ASEAN region

Key Achievements

- ✓ Increased production capacity
- ✓ Optimized supply chain and risk diversification
- ✓ Strengthened technical capabilities and product value
- ✓ Responded to strong demand from domestic watch manufacturers

Specific Strategies and Implementation Measures

Transfer of Labor-Intensive Products

Transferring labor-intensive products to Cambodia to reduce costs and support the local economy.

Shift to High Value-Added Products

Shifting Vietnam production to high value-added products to boost capability and competitiveness.

Promotion of Automation

Enhancing productivity and reducing costs through automation and optimized workforce allocation.

Supply Chain Development

Developing a supply chain through partner factory integration, optimizing quality and cost efficiency.

Future Outlook

Powered by design excellence and on-site problem solving, we uphold a lasting responsibility to contribute to the world.

Pursuit of Form

- ✓ Continuous improvement in precision processing
- ✓ Leading-edge material innovation
- ✓ Strengthening high value-added product development

On-Site Problem-Solving Capability

- ✓ Delivering Japanese-quality products produced worldwide
- ✓ Enhancing the global production system
- ✓ Actively responding to market changes

Guided by the philosophy of “**Dream • Beauty • Form**”,
we strive for sustainable growth supported by decades of technological expertise.