

/ TSUNAGU – Connecting to the Future

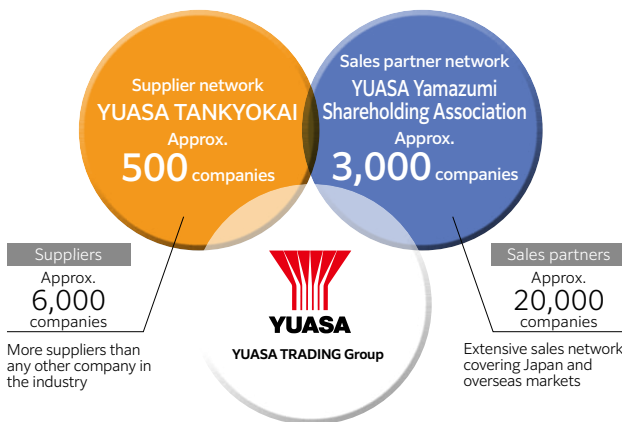
Business Activities for Service with Good Products

Relationship with business partners

By maintaining a strong relationship with sales partners and suppliers, we realize fair, true and transparent transactions.

▶ Integrated business model

We promote our Core businesses and Growth businesses through an integrated network connecting our sales partner group called the “YUASA Yamazumi Shareholding Association,” a supplier group called the “YUASA TANKYOKAI,” and the YUASA TRADING Group.



▶ Formulation of the transaction policy

Based on the mindset of “service with good products” that has been passed down from the founding of the Group, we conduct fair, honest, and reliable commercial transactions.

We have formulated the YUASA TRADING Group Transaction Policy to promote management that emphasizes sustainability, including the maintenance of harmony with the global environment, together with our various stakeholders.



Transaction Policy

▶ YUASA TANKYOKAI

The YUASA TANKYOKAI is a supplier group that was founded in 1977, with approximately 500 member companies throughout Japan. Through the YUASA Tankyo Shareholding Association, YUASA TRADING receives various forms of support from the group and its members, not only as business partners but also as shareholders.

▶ YUASA Yamazumi Shareholding Association

The YUASA Yamazumi Shareholding Association is a sales partner group founded in 1969, which has around 3,000 member companies. Through the East YUASA Yamazumi Shareholding Association and the West YUASA Yamazumi Shareholding Association, YUASA TRADING receives various forms of support from the group and its members, not only as business partners but also as shareholders. The group holds activities such as study sessions, seminars and site visits, tailored to current needs, and works together with YUASA TRADING to expand sales.

▶ YUASA Growing Association

The YUASA Growing Association is a sales partner group founded in 2020, with around 250 member companies throughout Japan, with a focus on “next-generation executives.” The group works together with YUASA TRADING on the cultivation of next-generation managers, through activities such as a range of training programs and events for the exchange of information among members from different industries.

■ YUASA TRADING Group Transaction Policy

1. Compliance with relevant laws and regulations, and fair, equitable transactions
2. Respect for human rights and improvement of the working environment
3. Environmental protection
4. Ensuring the quality and safety of products and services
5. Preventing the leaking of confidential information, realizing effective data management, and protecting intellectual property rights
6. Relationship with the local community and with the international community
7. Internal reporting system
8. Business continuity strategy
9. Regular confirmation and information management

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Business Activities for Service with Good Products

Relationship with business partners

▶ Activity content (holding of the annual meeting, and implementation of training activities)

Annual meeting of the headquarters of the YUASA TANKYOKAI

The annual meeting of the headquarters of the YUASA TANKYOKAI, a group composed of suppliers, is held in May each year. Besides reports on YUASA TRADING’s performance and explanations of its policies, there are also lectures given by external experts on topics of current importance.



YUASA Growing Association

The YUASA Growing Association holds training events in eight locations throughout Japan.



▶ Publication of the “Machinery and Housing” in-house magazine

“Machinery and Housing” is an in-house magazine, of which the target readership is the managers of YUASA Yamazumi Shareholding Association and YUASA TANKYOKAI member companies. Contents include special reports on topics of current interest, as well as original information provided by YUASA TRADING which it is felt will be useful for these companies’ businesses.

The first issue of “Machinery and Housing” was published in 1969, with the aim of disseminating information to members of the YUASA Yamazumi Shareholding Association. The magazine is now published on a quarterly basis; the most recent issue, Volume 44 (No. 350), was published in May 2022. Henceforth, we will continue to disseminate information to our business partners and to strengthen our network of sales partners and suppliers.

■ The front cover design from the early days of publication, and the current front cover design



The front cover design from the early days of publication



The current front cover design



Page presenting information about subsidies and grants

The magazine includes special reports on topics related to current market needs.

▶ Exhibitions with business partners

■ “TSUNAGU” Grand Fair

The Grand Fair is an exhibition that is organized by the YUASA Yamazumi Shareholding Association (YUASA TRADING’s sales partner group) and co-sponsored by the YUASA TANKYOKAI (YUASA TRADING’s supplier group), with support from YUASA TRADING. It was held for the first time in 1978. Although the nationwide events have been put on hold for a few years in order to help combat the COVID-19 pandemic, regional events have continued to be held every year in five regions: Kanto, Kansai, Chubu, Tohoku and Kyushu.

At the Grand Fair, we showcase the latest products, technologies and information, with a focus on practical demonstrations of actual products. We also propose products that can help to solve social issues by making effective use of integrated capabilities.

Information about visitors to the Grand Fair is converted into digital data, which helps us to strengthen post-show follow-up service.



■ Resilience & Security Fair

In December 2021, we held the “Kita-Kanto and Shin’etsu Resilience & Security ESG Fair,” an exhibition focused on resilience and security, and on environmental measures, in collaboration with the Kita-Kanto YUASA Yamazumi Association, the Nagano YUASA Yamazumi Association, and the Niigata YUASA Yamazumi Association, which are all our sales partner groups.



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Business Activities for Service with Good Products Contribution activities through our business

By effectively utilizing the Group’s combined capabilities and our network of business partners, we are contributing toward solving a wide range of social issues.

▶ “TSUNAGU” value creation

The YUASA TRADING Group is taking on the challenge of realizing “TSUNAGU” value creation to help solve social issues in various fields, including manufacturing, home building, environment building and town building. An example of these initiatives is outlined below.



Processing environment solutions “Bub Power”
(see [P.40](#))
We have developed a system that realizes optimization of equipment and tools by giving processing fluids and cleaning agents a longer lifespan, and by improving processing conditions and efficiency.



“Robo Combo”
Developed jointly with the YUASA TRADING Group companies, our “Robo Combo” automation system makes it possible to implement automation easily in the locations (or processes) where it is wanted at a reasonable price.



“Rewritable Laser System”
We have developed an original printing device for printing reusable shipping cartons, for use in laser printer + system integrator applications.
This device uses laser light to print and remove shipping information text and barcodes from reusable shipping cartons such as plastic containers using a non-contact method.

Labor-saving in manufacturing sites

Disaster prevention and mitigation



“YACHIBEI®” (see [P.35](#))
Developed by YUASA TRADING in collaboration with a supplier and a sales partner, YACHIBEI® allows dangerous concrete walls to be replaced with aluminum fencing, which can be used safely and with peace of mind.



“TSUNAGU BCP Package”
We have developed the new “TSUNAGU BCP Package” water expulsion system as a countermeasure for unexpected rainstorms, which have become increasingly frequent in recent years in Japan.
By providing a comprehensive package that includes everything from water level detection through to generator activation and automated water expulsion, we can protect precious lives, facilities and equipment from flood damage resulting from increasingly frequent typhoons and unexpected rainstorms.

Making construction inspection operations more efficient



“ITENE”
ITENE was developed through collaboration with an apartment building management company and a system vendor.
It provides a reservation management system for multi-unit housing.

Healthcare support for developing nations



Remote ICU prefabricated hospital building installation business (see [P.29](#))
The YUASA TRADING Group provides a total solution that includes hospital building design and prefabricated building construction, as well as assembly of machinery such as air conditioning equipment.

Enhancing the efficiency of logistics facilities



“Yuasa LDX Team Project”
Working together with six other companies, we established a joint project team, which has delivered a solution for optimizing every aspect of logistics.

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Business Activities for Service with Good Products

Contribution activities through our business

▶ Processing environment solution - "Bub Power"

What is a processing environment solution?

While the machinery and tools used in processing procedures in manufacturing are constantly evolving, it is difficult to improve the overall processing environment through the adoption of individual technologies, and this has become an obstacle to enhancing productivity. YUASA TRADING, which is able to link together a wide range of technologies, has developed a system that realizes optimization of equipment and tools by giving processing fluids and cleaning agents a longer lifespan, and by improving processing conditions and efficiency. Taking "Bub Power," an original YUASA TRADING microfine bubble product, as the starting point, we coordinated the development of a total solution by integrating this product with high-performance filtering, utilization of sensing technology to visualize effectiveness, and artificial intelligence (AI) based analysis.

What is "Bub Power"?

"Bub Power" is a device for generating microfine bubbles (MFBs) for use with machinery that utilizes water-soluble coolant (cutting fluid). The device uses the cavitation method; when cutting fluid passes through the interior of the MFB generating device at a specified water pressure, this causes a rotational flow, and approximately 2% of the oxygen contained in the fluid is transformed into MFBs. Generating MFBs without using external air prevents oxidation of the fluid. The sterilizing function provided by the active oxygen generated when the MFBs dissipate helps to prevent degradation of the coolant. One cc of coolant contains around 140 million MFBs with an average diameter of 100 nm (one nm is one billionth of a meter). When machining or cleaning components, the presence of bubbles in gaps reduces the resistance at the contact surface, so this product is expected to be effective in increasing tool lifespan and raising cutting speed.

■ YUASA TRADING wins the "Monozukuri Award" at the 64th "10 Best New Products Awards"

YUASA TRADING does business with large numbers of manufacturing companies, and our familiarity with manufacturing facilities has enabled us to make useful discoveries. The result of one such discovery, "Bub Power," won the "Monozukuri Award" at the 64th "10 Best New Products Awards" organized by The Nikkan Kogyo Shimbun, Ltd. Henceforth, we will continue working to enhance the productivity and competitiveness of Japan's manufacturing sector.

この一滴が、ニッポン製造業変革の呼び水になる。

マイクロファインバブル
高性能な水
AI
センシング
高性能なツール
長寿命

本社、本社が「モノづくり賞」を受賞した理由か？
この水が製造現場で使われる冷却液（切削液）の寿命を延ばし、切削速度を上げ、加工コストを削減し、環境負荷を軽減する。これにより、製造現場の生産性が向上し、競争力を高めることができる。また、冷却液の劣化を防ぐことで、工具の寿命も延ばすことができる。これにより、製造現場の生産性が向上し、競争力を高めることができる。

現場が待たない加工工程ソリューション。
現場での加工工程を短縮し、生産性を向上させる。また、加工コストを削減し、環境負荷を軽減する。これにより、製造現場の生産性が向上し、競争力を高めることができる。

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"Bub Power" UFB



Introduction to processing environment solutions

