

From Development to Production, Management and Marketing of “Cuplas”

Nitto Kohki has introduced the “integrated product assurance system” that can respond promptly to “users’ requirements” by covering the range of development, quality control, production and marketing in order to ensure supply of high-performance high-quality “Cuplas”.

Nitto Kohki’s Integrated Product Assurance System

Research and Development

The needs of the time and the latest information are gathered and analyzed, and unique technology is utilized to the challenge for ceaseless development of better Cuplas, Cuplas that suggest new applications.

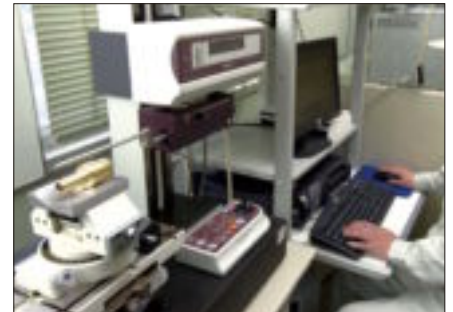


Headquarters and R & D Laboratory



Quality Control

The careful selection of materials, painstaking pursuit of machining precision, and strict surveillance processes such as severe endurance tests have earned trust for our Cuplas as a global brand.



Production

High-grade, rationalized, and integrated production system extends from the machining of parts to the assembly and testing of completed products. Robots that we make ourselves for our own plants and many other state-of-the-art facilities that cannot be seen elsewhere have marvelous capacity for mass production. And with them all, we aim to be an establishment of a flexible supply system.

Tochigi Nitto Kohki factory is accredited under ISO 14001 & 9001.



Marketing

Meticulous marketing activities include advertising in the general industrial press and specialist papers, national and local exhibitions, training sessions, catalogs, promotion videos, other presentation tools and technical data sheets for new launches, and unique yet dynamic campaigns, etc.

