

HEIAN SHINDO KOGYO CO., LTD.

PP

MP



Main product "tension rod"

Main Services

Manufacturing and sale of daily necessities mainly storage items

Main Clients

Various general merchandised stores such home improvement stores

Main Products

Tension rods, tension shelves, storage items, DIY parts, earthquake resistant items etc.

Company overview

Address / 4th floor Nishisemba Tatsumi building, 1-22-17

Edobori, Nishi-ku, Osaka 550-0002

Tel / +81-6-6228-8986 Fax / +81-6-6147-7303

Foundation / 1952 Establishment / Jul 1977

Capital / JPY 49 million Employees / 65

Development, manufacturing, and sale of household articles

Supply making people's lives more prosperous by abundant line-up of items and expansion

Strength

Make lives more prosperous with ideas and technology

They have integrated vision "Make lives more prosperous with idea and technology" since their foundation. Combine production technology and investigated clients' needs to make "an innovation of meaning" is imperative to talk about their planning and development of household articles. Also, its

sprit still alive for creating new products development and new market, commercialized DIY part "LABRICO" which is applied technology of tension rod. Not only functional value but also they focus on designing "emotional value" which means to accomplish how people can make their life through useful function. By appealing to emotion, their branding strategy to increase their "fans" is attracting attention.