

# COMPANY PROFILE 2020



High precision, Low cost plastic from Japan

We are not another plastic manufacture, we are renowned for high quality, low cost and zero defects.

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# ABOUT US

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Daiei AR Co., Ltd is a part of Daiei group, started operations in 2011 to produce safety and critical plastic parts for automobiles. Since its inception, the company has grown to a full Technology service provider of injection-molded plastic solutions for the automotive across Japan. Currently, we supply safety and critical plastic components to main automotive companies in Japan. We also started accepting orders from overseas customers for both automotive and non-automotive plastic parts.

Daiei AR means the Agile and Reliable company that takes quality and on-time delivery as our highest priority. Everyone in the organization is empowered to use technology based on the value it brings to our customers. We use state-of-the-art machines that help us to produce highly accurate critical parts efficiently. Our operators are well-trained in both the usage and maintenance of machines. They're also encouraged to upgrade their skills continuously using Kizen principals.

Daiei AR Co., is envisioning industry 4.0 to adopt smart manufacturing. In our roadmap, we aspire to use technology to create smart factories where machines humans communicate in real-time to achieve desire results. This collaboration would help internal and cross-organizational services that create more value for our customers.

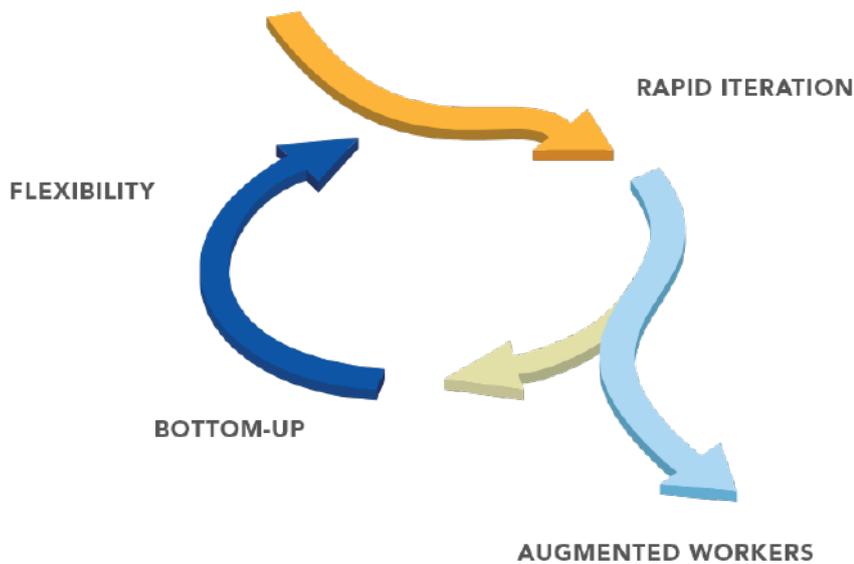
Daiei AR continues to invest in new technologies and peoples` development. This will help us to provide products and innovative solutions for our customers that are high in quality and defect-free. We practice Total Quality Management (TQM) at all levels that enabled us to position Daiei as one of the few companies that achieved the "Zero Defect" plastic products in the injection molding industry.

Our next goal is to further re-engineer our company into a truly agile manufacturing company that accepts any size of orders flexibly and delivers them fast with zero defects at a competitive price.

Talk to us on how we can help in your business.

# AGILE MANUFACTURING

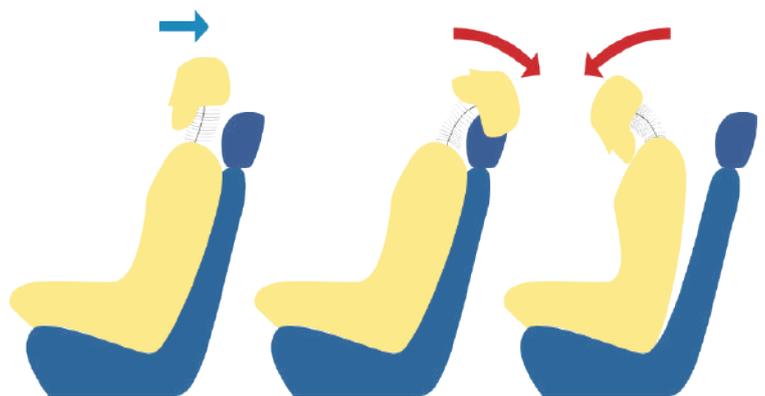
We adopt Agile manufacturing to increase customer orientation and allows us a faster reaction to changing market conditions. Agile manufacturing represents an interesting approach to developing a competitive advantage in today's fast-moving marketplace. We place an extremely strong focus on rapid response to the customer – turning speed and agility into a key competitive advantage. Hence we are in a much better position to take advantage of short windows of opportunity and fast changes in our customers' demands.



## CRITICAL COMPONENTS

Daiei AR has high expertise in the manufacturing of all safety-critical parts. The headrest holder Pin is one such part.

Headrests lockings are extensions of the vehicle's seats that limit head movement during a rear-impact crash, thus, reducing the probability of a neck injury. They can also help reduce the severity of whiplash in rear-end collisions. They are aimed at protecting the head and neck.



We manufacture with almost Care, Precision, and Safety standards. We comply with the Functional Safety for automotive equipment applicable throughout the lifecycle of all automotive safety-related systems.

We strive for the complete Warranty, Confidence, Guaranteed fitment, and In-house expertise to support you as needed for all our products.

# OUR TEAM

## PRESIDENT

### MR. MINORU HASUNUMA

Mr. Minoru Hasunuma is the president of Daiei Plastic Co., Ltd (Daiei AR). He is a specialist in metal casting and injection molding precision parts.

He completed a 4-year degree at Waseda University Japan. He also served as a research fellow after graduation at the same University researching metal casting technology.

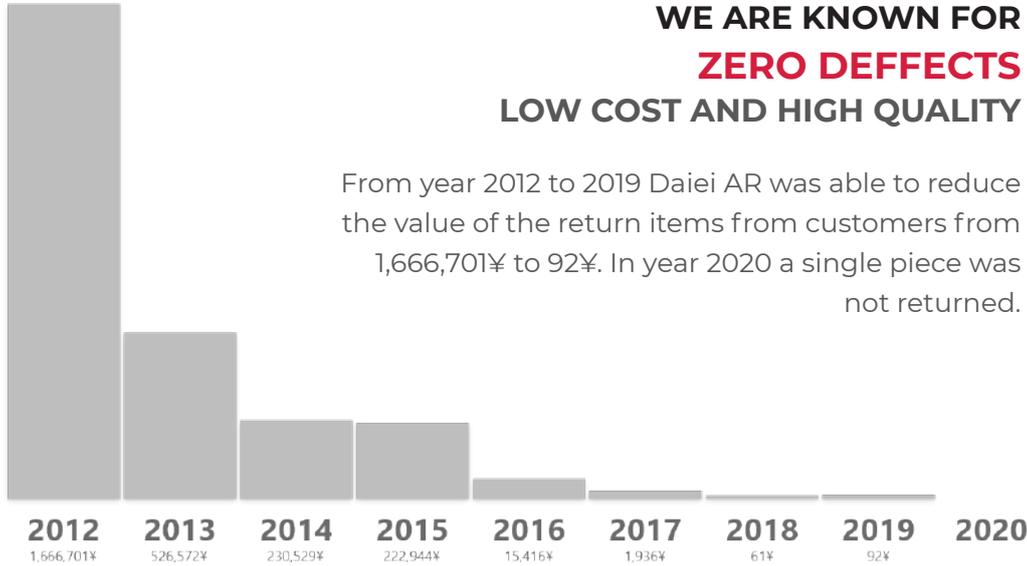
After graduation, he started his own company for electroplating and manufacturing iron parts for oil stoves. He was able to export those products to many countries.

Mr. Hasunuma later moved to the mobile phone industry due to unprecedented growth in Japan and overseas. Some of his inventions such as the thin touch switch became one of the biggest innovations in the Japanese mobile industry. The size of the touch switches was only 30  $\mu\text{m}$ . He was successfully able to obtain the patent for that. This patented product has been used by many leading mobile makers such as Nokia, NEC, Panasonic and Alps.

In 2011, Mr. Hasunuma became the president of the Daiei Plastic Co., Ltd. In the last 9 years, Mr. Hasunuma was able to achieve drastic improvement in the quality of Daiei Plastic products. Using knowledge and experience in the mobile and metal casting industry he has developed high precision plastics for the automotive industry. Another significant achievement that he made during his period is to achieve drastic cost reduction and zero defect products. Today, Daiei Plastic Co., Ltd is one of the few injection molding manufacturing companies that have achieved zero-defect products. He keeps challenging his status quo and aspires to become an agile manufacturing company that can accept any size of order and delivery them on time with zero defects.



# WHY CHOOSE US



**WE ARE KNOWN FOR  
ZERO DEFFECTS  
LOW COST AND HIGH QUALITY**

From year 2012 to 2019 Daiei AR was able to reduce the value of the return items from customers from 1,666,701¥ to 92¥. In year 2020 a single piece was not returned.

## LOW COST AND HIGH QUALITY

Being a Japanese Manufacture, Daiei Plastic can produce High quality plastic parts which are trusted by leading car manufacturers like Nissan, Honda and Subaru. We can also prvide parts at a competitive price to China or India.

## LOW VOLUME INTAKE, FAST DELIVERY

Being an Agile Manufacturing company, we can accept small orders and deliver them fast.

## RELIABLE GLOBAL SUPPLY

Daiei AR is known for their reliability for supplying quality products continuously.

# OUR CUSTOMERS



ZERO DEFFECTS



LOW VOLUME INTAKE



QUICK AGILE DELIVERY



LOW COST



AUTO OEM APPRECIATION

# SOME OF OUR KEY OEM PRODUCTS



## **HEADREST HOLDER LOCKING PIN ASSEMBLY**

The headrest holder locking Pin is one of the high precision and safety injection assembly appreciated by our OEMs based on their quality standards. It is a well-defined assembly on which the headrest is inserted. This is one of the most critical parts of the safety assembly.

We manufacture this with almost Care, Precision and Safety standards . We comply to the Functional Safety for automotive equipment applicable throughout the lifecycle of all automotive safety-related systems in manufacturing these parts.

We strive for the complete Warranty, Confidence, Guaranteed fitment and In-house expertise to support you as needed for all our products.



## **SEAT ADJUSTMENT KNOB**

Plastic Touch Knobs are a great choice for variety of our Automotive OEM consumers, who require comfortable grip and strength. These knobs have a stiff inner core for high torque performance and a soft outer shell for a pleasing, ergonomic feel for the customers handling. The plastic touch Knobs come in a variety of sizes, styles, and color combinations as per the aesthetic requirements. These knobs are perfect for luxurious, high quality applications highly appreciated by all our major OEM customers. All of our plastic clamping knobs are made through special injection molding machines going through our stringent quality standards to be successful in the market.



## **TWOTONE REAR SEAT LOCK KNOB**

The Rear seat lock knob is high durable injection molding part with two colors (Black and Red). This is made with two colors so that it's easy to identify if the rear seat is not properly locked (If the seat is not properly locked, the Red part is visible).

Daiei AR is specialized in manufacturing complex injection molding parts like two-tone Rear seat lock knob. They are manufacturers with high quality materials and 100% defect free, which gives elegant look, durability and customer satisfaction.



## **RR PLASTIC PUSH HINGE**

The plastic Push Hinge cover is a high quality and precision durable injection moulding part with high class fitment . Its manufacturing quality is 100% defect free with best fitment for all across the OEM models. It is also elegant with good colors which give your inner car doors an excellent look. Since the dimensions are accurate within the manufacturing tolerances its fitment is perfect and easy to install with complete universal protection. Made of high quality plastics with a more durable and durable chrome-gloss finish giving the product a cent percent customer satisfaction.



**DAIEI AR**  
THE AGILE & RELIABLE COMPANY



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