

# Corporate Profile

CORPORATE PROFILE

# Company Overview



Founded in	April 1st 1872
Established in	August 25th 1925
Capital	Authorized Capital 500 million yen Paid-in Capital 100,000 thousand yen
Annual Sales	9,800,000 thousand yen
Number of Stockholders	32 people, and 4 groups (Sep. 30th 2018)

## Locations of Offices

(September 30th 2018)

Head Office	4-8, Minamihonmachi, 1 Chome, Chuo-ku, Osaka, 541-0054 Japan TEL: 06-6264-1234 (main) FAX: 06-6264-1355
Osaka Branch Office	Hiranomachi Chuo Bldg. 6F, 2-13, Hiranomachi, 3 Chome, Chuo-ku, Osaka, 541-0046 Japan TEL: 06-6201-1333 (main) FAX: 06-6231-1301
Osaka Branch Office (Presentation Room)	Hiranomachi Chuo Bldg. 5F, 2-13, Hiranomachi, 3 Chome, Chuo-ku, Osaka, 541-0046 Japan
Tokyo Branch Office	Unizo Hisamatsucho Kiyosubashi street building 7F, 9-9, Nihonbashihisamatsu-cho Chuo-ku, Tokyo, 103-0005 Japan TEL: 03-3663-8551 FAX: 03-3663-0885
Kyoto Branch Office	Paradoru Karasuma Bldg. 513, 203, Ubayanagi-cho, Nakagyo-ku (Takoyakushi-dori Muromachi Nishi-iru), Kyoto, 604-8213 Japan TEL: 075-211-5201 FAX: 075-211-5205
Hokuriku Branch Office	Hokuriku Chuo Bldg. 4F, 3-23, 3 Chome, Chuo, Fukui, 910-0006 Japan
Hong Kong Office	Unit 11, 9/F., New Tech Plaza, 34 Tai Yau Street, San Po Kong, Kowloon, Hong Kong TEL: 010-852-2375-1293 FAX: 010-852-2375-6821
Taiwan Office	9F-2 No.482 SEC.5 Zhongxiao Rd., Xinyi Dist, Taipei City, Taiwan, 11083 TEL: 010-886-2-8726-1000 FAX: 010-886-2-2759-2929
Milano Office	Via Milano-3 20063 Cernusco s/N. (Mi) Italy
Jakarta Office	The Green Komplex Vineyard Blok11, No12 Bumi Serpong Damai Tang Rang Serpong, 15345 Indonesia
Total Employees	115 people (male: 64, female: 51) (Sep. 30th 2018)

## Subsidiary Companies

Japan	Pleasure Gene Co., Ltd. himuka Co., Ltd.
Overseas	Shanghai Sawamura Trading Ltd. SAWAMURA TRADING (THAILAND) CO., LTD
Total Employees (Group Consolidated)	306 people (male: 87, female: 219) (Sep. 30th 2018)



# Textile Business

ViSion 2020

## Displaying functions as a converter, we develop original high-functioning materials.

In Textile Business, as the core since our foundation, we deal with various textiles for inner, sports, clothes, industrial materials and etc. And we develop textiles with new values, by collaborating with yarn-makers, production centers in Hokuriku, and processors around the world. In cooperating with Product Business, we can make a proposal for original textiles thinking about products. We endeavor to supply textiles planned by Japan steadily, displaying development capabilities of textiles and production capacity with our web of production, grown in Japan to the world.

### **Serving broad fields with textiles, mainly tricots**

Taking tricots with important achievement in this industry as one of main items, we provide the world with various kinds of textiles since we extend our business fields from clothing like inner wear, outer wear, sportswear and etc., to dairy commodities like industrial materials, infant commodities, medical goods, and so on. Tricots have a great potential. We address development of new usage, and positively make proposals to find latent needs.

### **Our role is securing of stable supply of high-functioning materials even in overseas.**

In order to expand our Overseas Business, Textile Business is trying for reinforcement of overseas bases, seeking channels of internal sales, and sales promotion of textiles made in Japan. To be concrete, we are trying to create a system of local production for local consumption, cooperating with overseas companies and offices, making plans of foundation cloth for synthetic leather or textiles for inner wear and sportswear in Japan, and reconstructing the business models in China and ASEAN countries.

### **Promoting to develop textiles with high-functioning and high value**

We develop textiles to meet needs of customers by collaborating with production centers in Hokuriku, which has a high technical skill in each processes; yarn, knitting, dyeing processing and so on. High-functioning materials in fields of clothing and industrial materials are made by the ability to plan with well information about materials and high technical skill to process them. Since they are highly regarded as materials Japan can make, the demand for our materials is expanding in overseas, in the same way as in Japan.



## Developing a business style of project proposal making use of our knowledge about textiles

Holding three fields; apparel, inner and retail as main business, we can make proposals from yarn to textiles, laces and products. We take advantage of the strength of "SAWAMURA" having textiles business as the main constituent, and we develop business with manufacturing in close cooperation with textiles, abilities to make ingenious plans, and serving in detail. And, under the slogan: "Yes. We can!" "Nothing is impossible!", we are trying to find new demands, while we improve various aspects, for example, marketing, project proposal, systems of quality and production control, and so on.

### **Apparel Dep. makes a proposal from textiles, and produces.**

We produce outer wear for ladies in overseas, especially in China and deliver them to famous apparel makers in Japan. "Ladies outer" includes blouse, skirt, cut sew, and so on. Of course, we plan design and color, and also plan from textiles. It is our originality.

### **Dealing with products of proposing style by mediums like the mass media and catalogs**

We are trying in retail to do from plan and development to production and sale, based on information obtained from opinions of consumers as the starting point. Now, through the mass media and catalogs, we develop and make a proposal for products to meet the needs of consumers, mainly functional underwear, for example, controlling undergarments for ladies.

### **Mainly selling laces in terms of ladies' inner**

We sell textiles for laces, foundation cloth, lingerie and underwear to domestic and foreign with a motto "Business style of project proposal". Plans with devices of our design room, pursuing originality, are appreciated well. For example, conjugated printing process especially in terms of laces is. At present, we are struggling to develop a market of lace and gain the sales, and moreover, to plan original products by catching needs of customers and markets.

### **Online shop of products made by SAWAMURA**

We have the on line shop of series of "Style maker" and "Three Heart". Series of "Style maker" were developed especially for people concerning about beauty, and have controlling function. Series of "Three Heart" is pursuing materials and functions, and also costs.

HP ADDRESS <http://www.sawamura-net.com/>



# Overseas Business



## Putting out “MADE BY SAWAMURA” to China and ASEAN countries

SAWAMURA has been proceeding with making bases from south-east Asia. We set up Hong Kong office in 1988, and in the next year, we established Sawamura (Hong Kong) CO., LTD. After that, we set up offices in Seoul, Taiwan, Shanghai, and Milan. And we established Shanghai Sawamura Trading Ltd. in 2011, SAWAMURA TRADING (THAILAND) CO., LTD. in 2013. We work in closer cooperation with these overseas bases, and are struggling with reinforcement and expansion of business in the areas of China and ASEAN which are great markets in the world.

### Promoting production and sales in developing markets (China and ASEAN)

SAWAMURA is trying to expand the business in the inside of China through Shanghai Sawamura Trading Ltd., making use of experience and the production-sales system grown up in Hong Kong, Taiwan, and Korea. Simultaneously, in areas of ASEAN, SAWAMURA sets Thai as a key-station of production and sales and provides materials to Japanese companies advancing into China as the strategy “China plus one”, and also Chinese companies through Shanghai Sawamura Trading Ltd.

### Reinforcing to send Japan-quality to the abroad

We send Japan-quality like high-quality materials and experiences which we got in Japan to business connections; mainly to 6 overseas bases. We promote our business which is not only “MADE IN JAPAN”, but also “MADE BY SAWAMURA” based on production and sales in the optimal location for maximum efficiency, by positive participation in local productions.

## Overseas Network



### Supporting overseas business by sending information

We energetically send local information to inside and outside the company. For example, information about trend in the west from Milan office, about ASEAN from SAWAMURA TRADING (THAILAND) CO., LTD., about South China including Taiwan and Hong Kong from local offices, about development of high-quality materials in Korea from Seoul office, about the whole of China from Shanghai Sawamura Trading Ltd., we deliver timely information. ecome comfortable.



Promoting deeper, stonger ties between people.

 SAWAMURA

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