

ROCKY-ICHIMARU CULTURE BOOK



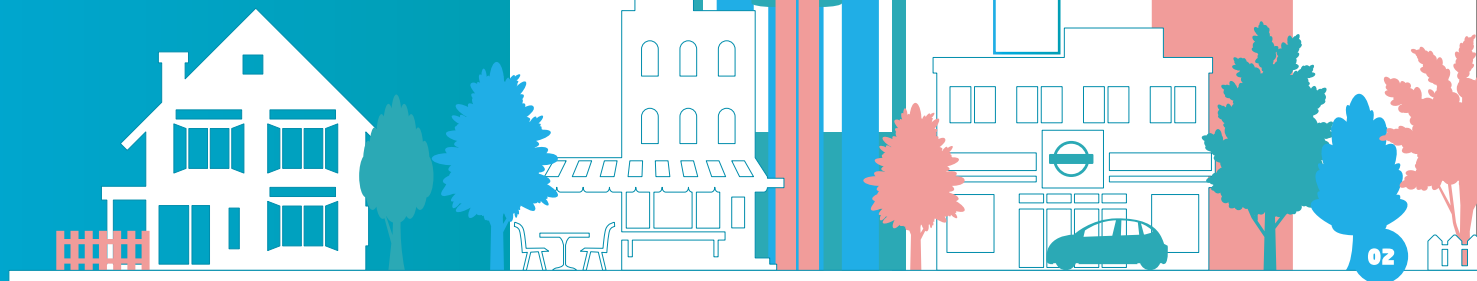
Sophisticated technologies.

Earned trust.

*We will build on these assets
to generate new value,
exceeding current expectations
in a rapidly changing world.*

*In doing this
there are things we must cherish.*

*This book represents the next step
into our future.*



Philosophy

The value in the invisible.

*Constant, steadfast progress.
Earning trust through
methodical and persistent manufacturing.
These are the sources of our strength.
We have adopted this approach
because we know there is value
in things people don't immediately notice,
and where people don't normally see.
We seek to generate new value
and create new innovations.*



Story 1

Some things can only be seen when you change your viewpoint.

We took our existing innovations, and asked where have these come from? Why are they used?

We thought from the perspective of people as well as things.

How did this come about?

We thought about the stories of the things we have and sought the source rather than the immediate precursor.

We discovered hidden needs and worked to respond to them.



Story 1

Giving value borne of persistent progress to the world.

Our future.

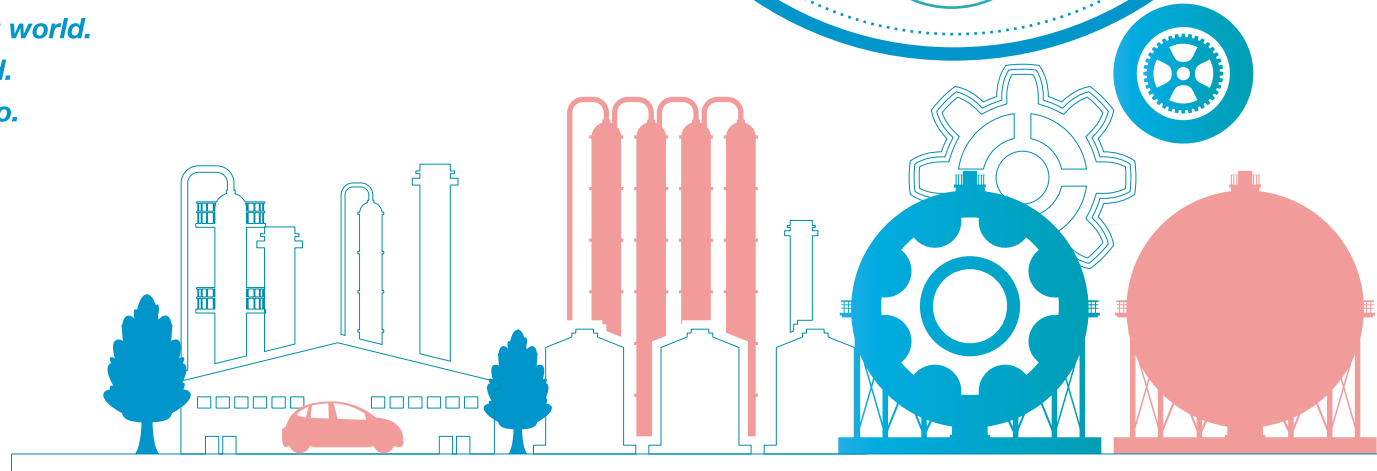
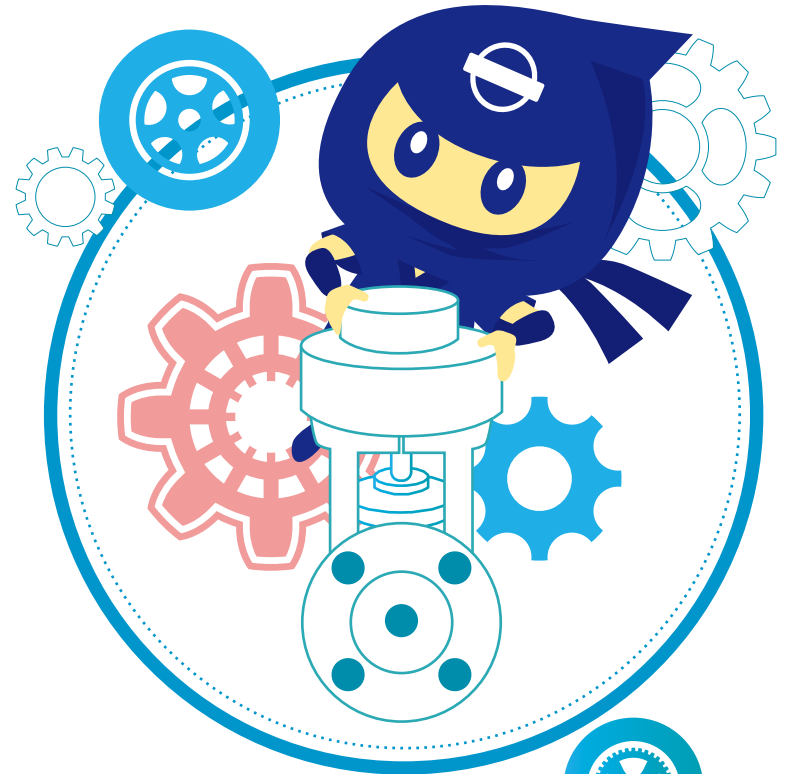
Building high quality products is no longer enough.

We must work persistently in new, hidden areas to create new value

and survive in a rapidly changing world.

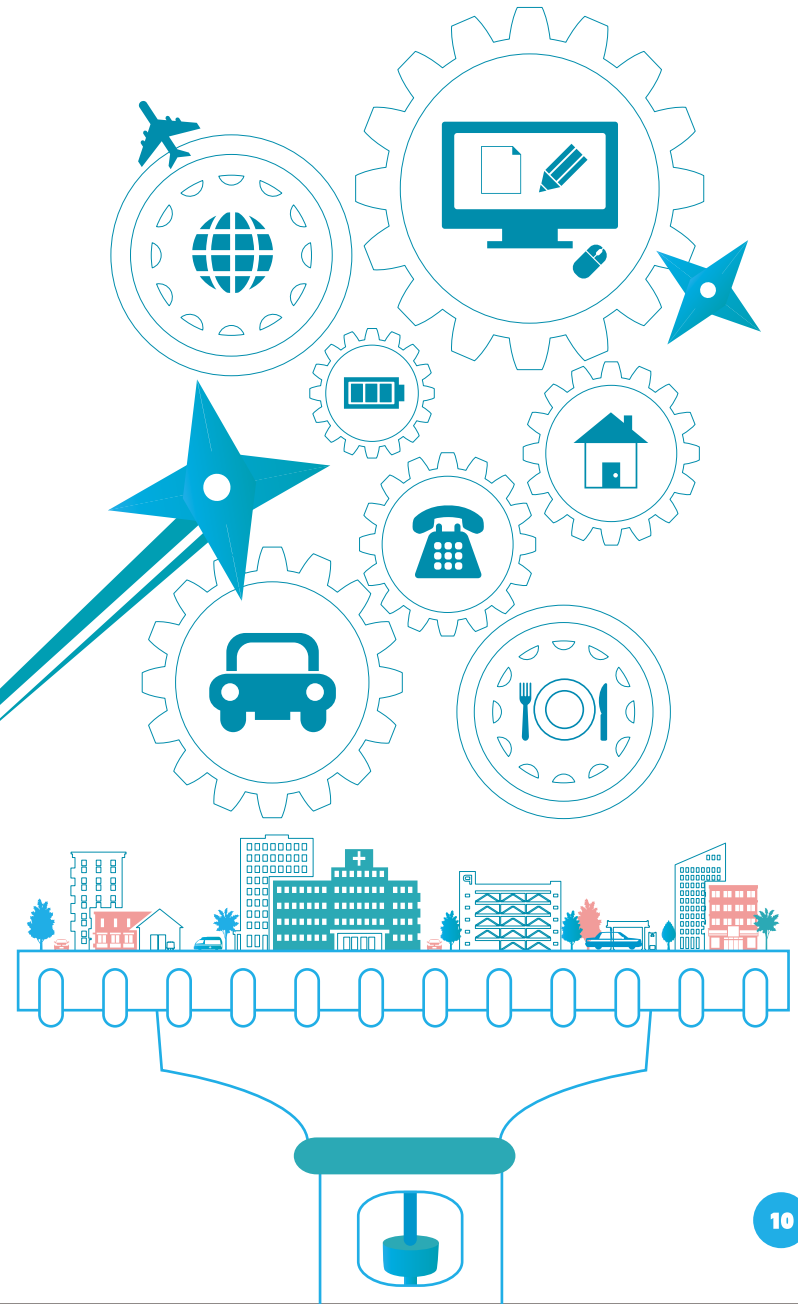
We are soaring out into the world.

There is still much that we can do.



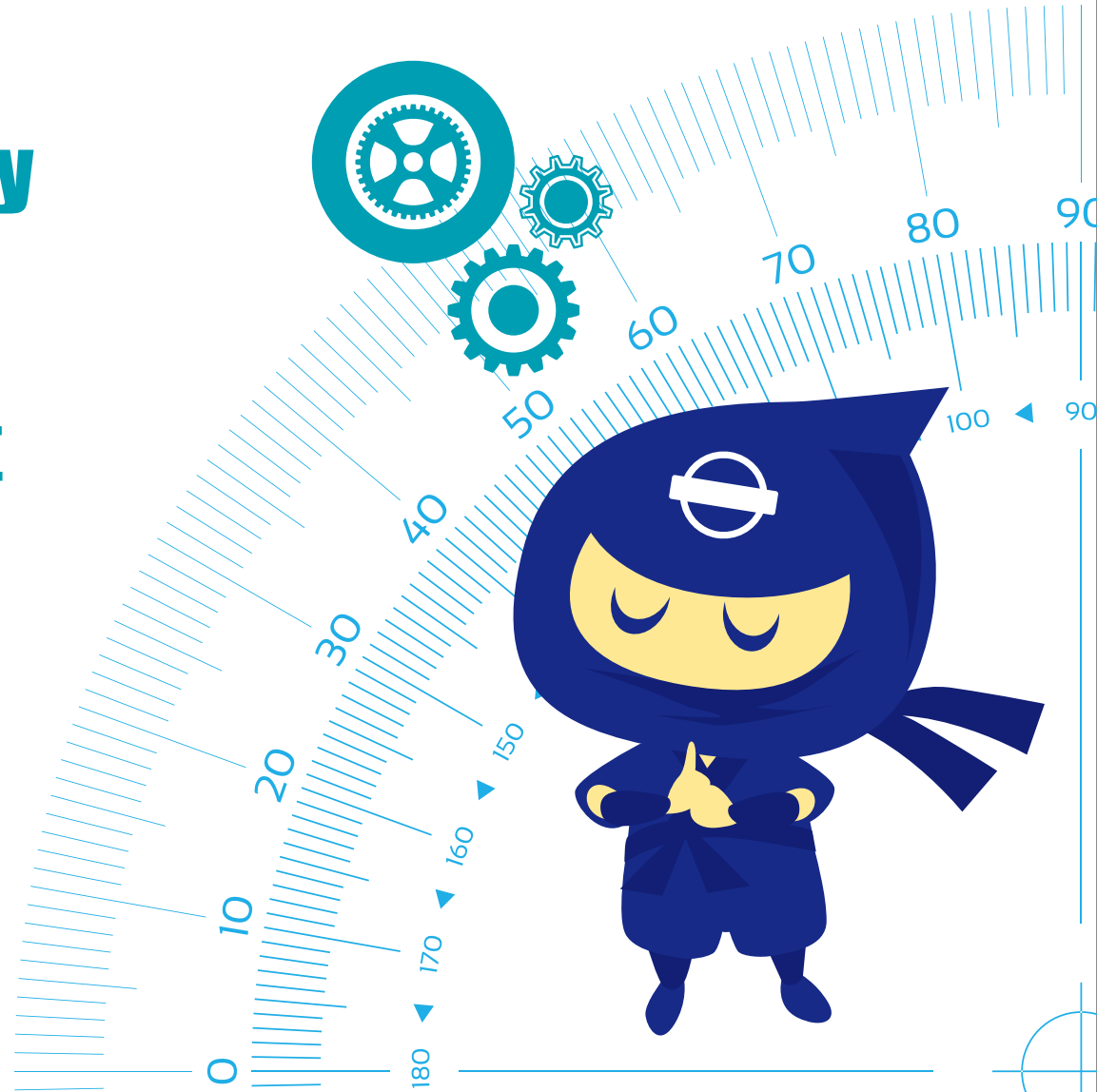
Evolving manufacturing to change the way people live.

When the products, technologies and services we supply create new value, manufacturing advances one more step. This leads to positive innovation in the lives of the people who use them. This is why we never forget the human perspective, and always ask what we can do for society.



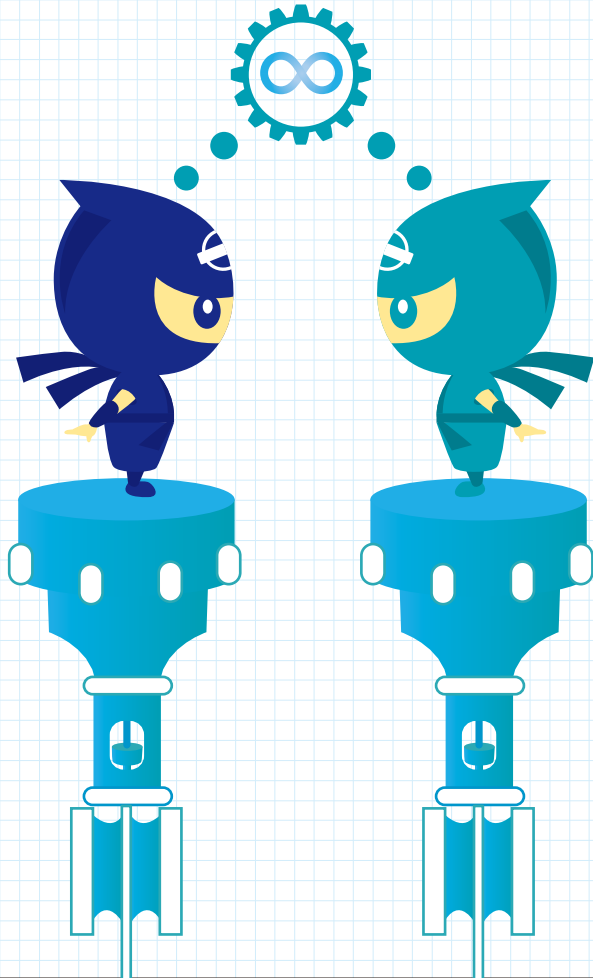
**People who ask why
and think from
multiple angles.
People who persist
until success
is achieved.**

*We capture the trends of the time and
think about what we have from various viewpoints.
We capture hidden needs and
consider how we should respond.
We are then dogged and persistent
even where no easy response presents itself.*



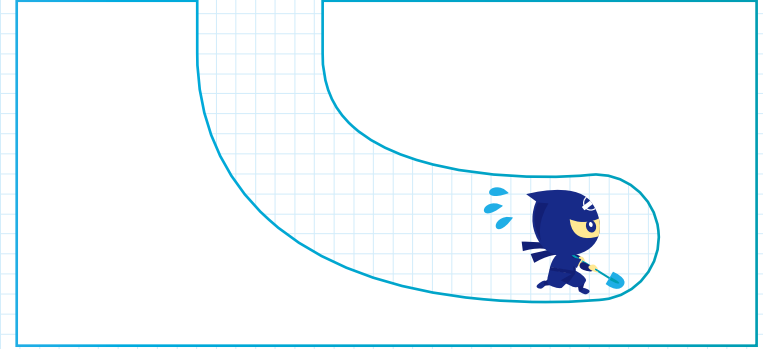
Stand in the shoes of others

Consider the perspectives of customers and partners to understand their needs.



Be persistent

Investigate things deeply, know the details and be persistent.



Have a professional attitude

Be aware of the things only we can do, and seek to exceed rather than meet expectations.



Stance

Read the times

Carefully capture the times to understand people's values and needs.



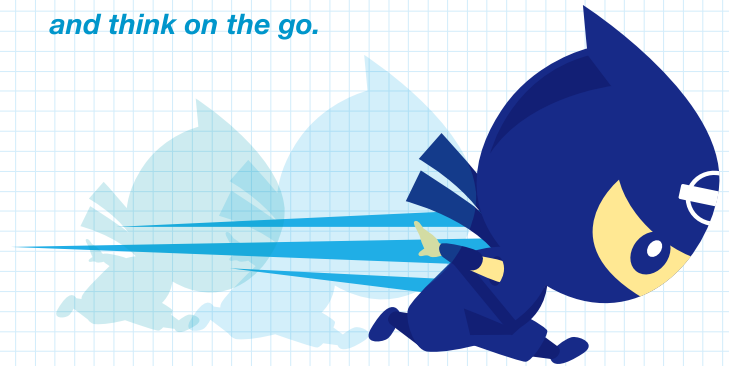
Learn broad lessons

Understand our shortcomings and continue learning to increase effectiveness.

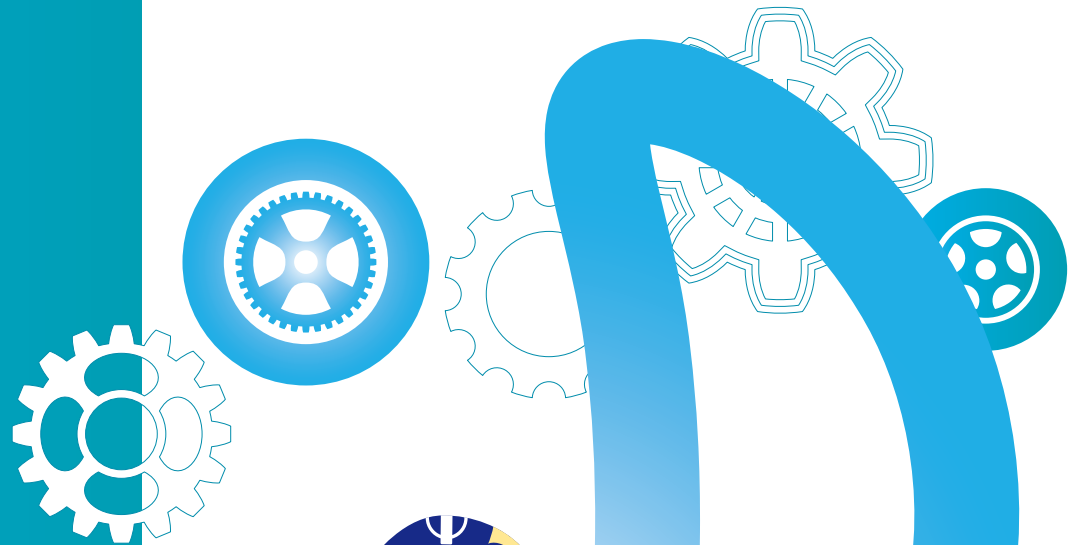


Try to act immediately

Try out new ideas and think on the go.



*What will our future look like?
How will cars be made and how will they run?
How much will AI take over from humans?
What will people find important?
What is our role in these changing times?
Come back to this book at any time.
This is our starting point.
The ideas we consider important.
As each new answer emerges, we take another step forwards.*



The value in the invisible.



History

- 1978 Ichimaru-Giken Co., Ltd. was established in Kurume city, Fukuoka.
- 1979 Company moved to Chikugo city, Fukuoka.
- 1993 Completed and move to No.1 factory in Chikugo city.
- 1995 Completed No.2 factory.
- 1997 Expanded No.2 factory.
- 1999 No.3 factory completed.Took on Oil-Hydraulic department of RIX Corporation, and began manufacture of high- pressure oil hydraulic equipment.
- 2003 Completed No.4 factory.
- 2006 Completed No.5 factory.
- 2009 Founder, Tsuneichi Ichimaru retired from office and Kenji Matsuura took office as President & CEO.
- 2012 Kenji Matsuura retired from office and Tsutomu Hirao took office as President & CEO.
- 2016 Quality Control Section was established.
- 2017 Tsutomu Hirao retired from office, and Hironobu Ichimaru took office as President & CEO. Management philosophy was defined.
- 2018 Culture Book was created. 40th Anniversary Ceremony was held. Completed No.6 factory.
- 2019 Acquisition of ISO 9001 and ISO 14001 Certification. Company name changed to "ROCKY-ICHIMARU Co., Ltd.".



Company Profile

Company Name	ROCKY-ICHIMARU Co., Ltd. [former Ichimaru-Giken Co., Ltd.]
President & CEO	Hironobu Ichimaru
Company Address	601, Oaza Tsunemochi, Chikugo City, Fukuoka 833-0016, Japan TEL +81-942-53-7510 FAX +81-942-52-8799
Establishment	November 1st, 1978
Capital	JPY 18,000,000
Main Business Activities	Designing and manufacturing of Industrial machinery and equipment • Valves and piping packages for tire curing press, ROCKY Valve & ROCKY Panel Unit • Main equipment for tire curing press & tire building machine • 70MPa oil hydraulic equipment
URL	www.rocky-ichimaru.co.jp/en/

