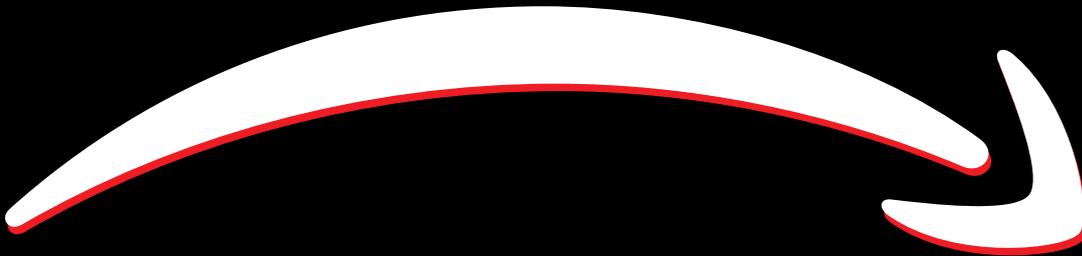


Rare COVID Vaccine Side Effects

INTERNATIONAL Newsweek®



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IS THIS THE END OF BIG TECH'S FREE RIDE?

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Kohyei Trading: More than the sum of its parts



"A sense of ownership: this is the key to our success."

Yoshihiko Tsuchihashi,
President,
Kohyei Trading Co., Ltd.

Kohyei Trading – a trading company founded in 1926 and based in Kobe – has advanced to the present day specializing in functional chemicals as the core of its business.

"Among our product line up, raw chemicals sell the most," says Yoshihiko Tsuchihashi, the

Combining expertise in specialized trading, chemicals and raw materials, Kohyei Trading provides total support, from upstream to downstream production.

company's president. "We have been able to develop a certain synergy within our multiple divisions. For example, we purchase synthetic rubber from various synthetic rubber companies and sell it to automotive companies.

"But we also provide these synthetic rubber companies with the raw material and chemicals needed to manufacture rubber. We started off just buying rubber from them, but later began selling upstream materials to them too.

He adds: "We also supply our customers with raw materials so that they can provide us with rubber polymer and we send that rubber to another company to make products such as industrial components, machinery and devices. We then take these products and sell them to end-users."

Combining its expertise in such specialized trading, chemicals and raw materials, Kohyei

Trading today provides total support, from upstream to downstream production. "Being present at every phase of production has helped us expand our molded and composed products," says Mr. Tsuchihashi.

Having taken over the business as a descendent of its founder, Mr. Tsuchihashi has always considered contributing to society to be a matter of course in the business of making raw materials, describing the company's philosophy with the phrase "*Cho Ni-ryu*".

"Cho Ni-ryu is entirely my own term for what we do. In Japanese, it broadly means being more than the sum of your parts. The idea is that, while we on an individual basis are not necessarily the elite, our teamwork as a business makes us something even greater. We are focused on building a value system of our own, with self-re-

liance as a company, and without being swayed by society's existing standards."

In addition to investing in training, organizational response and cultural reform, Mr. Tsuchihashi says Kohyei Trading invests in its personnel with an eye on further improving efficiency, as well as systems development. "This is all to help our employees absorb our groundings as a trading firm specializing in chemicals, and to strategically acquire expertise and know-how," he says.

"Going forward, it is my intention to transform this company into one that more broadly and more profoundly meets the diverse needs of all of our trade partners, including our clients and suppliers, with our services."

 **Kohyei Trading Co., Ltd.**
kohyei.com/en

ZipperTubing: Meeting the needs of industry

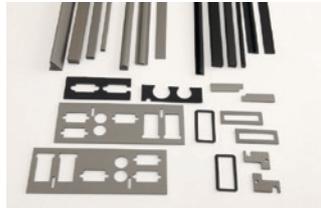
ZipperTubing's wire shielding supports safety in semiconductor manufacturing, construction machinery and many other key sectors.



Heat-shielding products

ZipperTubing – the associate company of Kohyei Trading – is a manufacturer of EMI shielding, specialized heat shrink, cable bundling and heat shielding. From re-enterable wraparound to pull-through jacketing, and from snap button to continuous zipper closures, ZipperTubing meets the needs of a wide range of industries and application requirements.

"Whether it is a cable bundling solution that will be installed on a robot or an EMI shielding solution that will be used on a spacecraft, Zipper-



Shield foam

Tubing creates the solutions for our customers," says Yoshihiko Tsuchihashi, President of parent company, Kohyei Trading.

With Zippertubing this year celebrating its 50th anniversary, the manufacturer today has set its sights on achieving greater overseas expansion and strengthening its market positioning domestically. "Internationally, we will focus on India and Southeast Asia because of the population growth in these regions," explains Mr. Tsuchihashi. "The mid-term plan would be combining two factories into



Shield tubing

one. We will have a bigger production area and can allocate specific areas to manufacture products for Kohyei Group and Kohyei Trading."

Through R&D, the company is also now aiming to transition from a product-oriented approach to a market-oriented approach. "What we are now aiming for is that Kohyei Trading can determine the needs of a required product, and for ZipperTubing to make the product," says Mr. Tsuchihashi.

"ZipperTubing and Kohyei Trading are already a collabora-



Thermal barrier 3D-sewn products

tion. Kohyei Trading has a dedicated sales team for ZipperTubing products, and we have other sales teams for other departments such as chemical products and molded products. All these departments take care of the customers' needs and demands in the automotive and construction fields in a cross-sectional way. Based on those needs, we delegate which division will sell which product."

 **ZIPPERTUBING(JAPAN), LTD.**
ztj.co.jp/en