MAX

MAX CO., LTD. COMPANY PROFILE

Making work life easier and more enjoyable worldwide

Working to create new standards, we have developed a deep familiarity with the people who use our products. This encourages us to think boldly, as we aim to bring the world a unique style of convenience.

Our products are designed around a simple idea :
Making work life easier and more enjoyable worldwide

Reducing stress and maximizing performance.
That's how we enhance the work environment.
That is why we keep challenging ourselves to do better-to make lives better.

MAX ENGINEERED FOR PERFORMANCE


















MAX believes that by respecting people, the development of people will result in growth for the company.

At MAX, we encourage each of our employees to work independently for their own personal growth, which is shown in the "MAX Fundamental Management Policy."
We believe that our company should be able to develop its people and progress steadily, for that is the important contribution we can make to our society.
Also, to make an even greater contribution to society and culture, we will integrate the work of our employees to create new value, and continue materializing and providing things beneficial to our customers and society, and we believe that will lead us to developing ourselves and the company itself even further.
Finally, we will share the results created by our efforts fairly among our stakeholders, thus fulfilling our role as a member of this society.

President
Tatsushi Ogawa

The MAX Company Creed

To take responsibility in supplying quality products

To strive to improve the lives of all MAX employees and develop their abilities to the fullest.

To accomplish steady progress for ourselves in order to provide continuous service to society and make contributions to the culture.

MAX Fundamental Management Policy

We aim to become a group in which everyone can grow together by creating a lively and fun atmosphere.

1. We strive to ensure our management is ethical and transparent.

2. We strive to ensure management promises that all employees participate.

3. We strive to ensure management promises that company results are fairly shared by all stakeholders.

Brand concept of MAX

Corporate vision

Making work life easier and more enjoyable worldwide

Value proposition

Creating new standard and maximizing life fulfilment.

Our personality

Collaborative & Energetic, Creative & Fun

Corporate color

〈 Brand logo color 〉

Human red

The MAX corporate color is a rich and vibrant orange.
This bright and warm color represents our employee's working spirit, full of passion and vitality.

CORE BEHAVIORS

We aim for customer satisfaction through unrestrained creativity based on our strict jobsite-oriented and customer first principle.

Under the corporate vision of “Making work life easier and more enjoyable worldwide,” MAX works on responding to needs of our customers, understanding changes in our society, and creating and introducing unique products by following our strict jobsite-oriented and customer-first principle, thus creating new markets and establishing realms where we stand as No. 1 or the only one.
No matter how much the world has changed, our mission is always the same: to fully exercise our abilities and technologies to create a continuous supply of good products required by our customers and society. We want to contribute to our society by creating products that can make our customers’ lives and work easier and more comfortable, and make steady progress for ourselves.

Our strict jobsite-oriented principles are the starting point for us to cooperate and work in a “lively and delightful” way together.

“Do, See, Think, Plan” expresses MAX’s way of doing business. We try first, not worrying about possible failure. We make efforts to obtain the “facts” of each jobsite as our objective data, which are acknowledged/shared among our team members with the objective of defining the direction of work for the team and to take future actions. In the circumstances, “facts” drawn from our strict jobsite-oriented principle alone can serve as the common value.

MAX’s history reflects its insistence on “making products that fully satisfy the people who use them.”

MAX was established in 1942 as a manufacturer of airplane parts, which required the highest level of metalworking technologies of that time. After WWII ended, we utilized press technologies and wire rod processing technologies*1, which we had developed in the pre-war era, to produce products which stand as No. 1 or the only one in the industry, such as staplers (we were the first Japanese manufacturer to produce them), auto staplers*2, pneumatic nailers, rebar tying tools and tape binding tools, and thus contributed to improving the efficiency of work in offices, building and construction sites, as well as agricultural and food industries. Also, as the aging of society has progressed, the need for a more convenient lifestyle has been increasing. To answer this need, since 2000, we have expanded our business to home environment equipment such as “DRYFAN,” a heater-ventilator-dryer for bathrooms, as well as home care and rehabilitation equipment such as wheelchairs.

*1 This technology is the basis for producing consumable items for our products, such as staples for staplers and wire for rebar tying tools.
*2 Electronic staples that are loaded into copy machines.

HCR ⋯ Home Care & Rehabilitation

We support new types of office work by developing products related to stationery and office machines.

MAX was very quick in capturing the needs of the times, and developed the first hand held office stapler to be manufactured in Japan in 1952. Since then, staplers have evolved into an indispensable tool for office work. We also captured new needs in the field of office machines, and have developed the sign & label printing machine “Bepop,” and the tube marker “LETATWIN,” label printers.

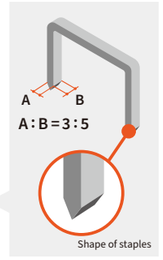
Our Commitment in “Binding” Has Developed and Improved the Quality of Staplers.

To create a stapler that can bind more sheets with less strength, it is essential to have good quality control when manufacturing these staplers, as well as the precision of the staples. MAX products are manufactured in compliance with JIS standards in factories which have obtained ISO9001 and ISO14001. We continue to improve the quality of our products so they can be used comfortably for a long time.

“Vaimo” series
To respond to the requests of our customers, MAX utilized its technologies to create Vaimo11FLAT (left pic.), a stapler that enables its user to staple 40 sheets with a single hand. We also started to sell Vaimo80 (right pic.), which enables stapling 80 sheets at once (two times more than Vaimo11FLAT). We are continually working on making staplers easier to use.

Our quest for ease of use even stretches to staples.

MAX manufactures its staples at its own facilities under meticulous quality control in order to provide the highest quality staples. While producing our staples, we prevent the occurrence of “core deviation,” which can cause failure in stapling, and sharpen the tip of the staples to the best angle, so the staples can penetrate through sheets of paper with little effort.
Also, we set the ratio of the height and width of the staples’ cross-sectional surface to 3:5. This makes it easier for staples to bend along a groove of the clincher. This ratio was calculated by using the principle that it is easier to bend the side of a metal piece in a flat direction.



Shape of staples

MAX’s new technology for any workplace where metal staples are not allowed. “PAPYLER” is a stapler using paper-made staples.

If you want to bind paper sheets firmly and easily without using metal staples, and you do not want to see bulky stapled sheets and may also want to unstaple them and staple them again, “PAPYLER,” a stapler using paper-made staples, is perfect for your needs.
MAX’s technology has changed the idea of binding.


The “SAKURI FLAT” stapler requires minimal effort to use. It has a sophisticated design and is equipped with a space for storing extra staple strips.


“COLOLETTA” – Roller stamp for concealing personal information. It also functions as a letter opener.


“SCOOVA” – A paper punch that requires only small force because of its hollow blades.

“Bepop” helps you to create signs and custom labels as needed.

This equipment enables free and easy creation of signs and labels, such as safety signs for the workplace, product labels and PL labels to be attached to products, signboards at construction sites and signage at railway stations. It allows its users to make unique signs and labels with photos and words, and is used in various places.

“Bepop CPM-100H6” can create signs and labels with photos using process color printing.

“The contest for safety signs and awareness training”

Since 2018, in Japan, MAX has held a contest for safety signs created by Bepop. We believe that if people in a workplace work together to create a safety sign by discussing and coming up with creative ideas together, this activity can be counted as a “voluntary activity in the workplace,” which will help people working in a production site to improve their safety awareness. Many companies participate in this contest to show their own creative safety signs, and the circle of safety activity is still growing.

Images of using safety signs

“Label Printer” makes it easier for its users to create labels that earn customers’ trust.

With MAX’s Label Printer and label editor software “Raku-Labe,” anybody can create a label in accordance with the Food Labeling Act and the workstyle of one’s workplace easily and speedily at a low cost. We support the food safety management of our customers by developing products suited to customers’ usage purposes.

In 2023 we launched “Rakuraku Label Support” for customers in charge of creating food labels.

Tube Marker “LETATWIN” prints words on a tube at high speed.

Ever since its debut on the market in 1994, MAX’s “LETATWIN” series has been positively evaluated as the top brand of portable tube marker. This equipment is used for displaying the identification of electric wires so that electric wires in control panels and switchboards that control machines or equipment can be properly wired on terminal blocks and regulated.

“LETATWIN” prints words on a tube for electric wiring.

MAX’s products are long-established items in countries around the world, and its brand is trusted globally.

We sell our office equipment primarily in Asia, marketing our products with consideration for the culture and needs of each region. We also sell Bepop in Europe.

Sales in Asia

We entered the Asian market in 1964. We currently have five subsidiaries in the region, including in Singapore (the largest) as well as Shanghai and Hong Kong.
Handy-type staplers such as HD-10 sell well in Southeast Asian countries as well, and the design of MAX’s HD-10 is widely recognized as a symbol of high quality.

HD-10

MAX ASIA PTE. LTD. (at Electric Expo 2022)

MAX ASIA PTE. LTD. (at Metalex 2022)

Sales development of our sign & label printing machine “Bepop” in Europe.

In 2014, we acquired all the shares of Lighthouse (UK) Holdco. Ltd., which had been our European agency of “Bepop”. In 2019, we established Lighthouse Europe B. V. as the sales base in Netherlands. As such, we have been actively developing sales of Bepop.

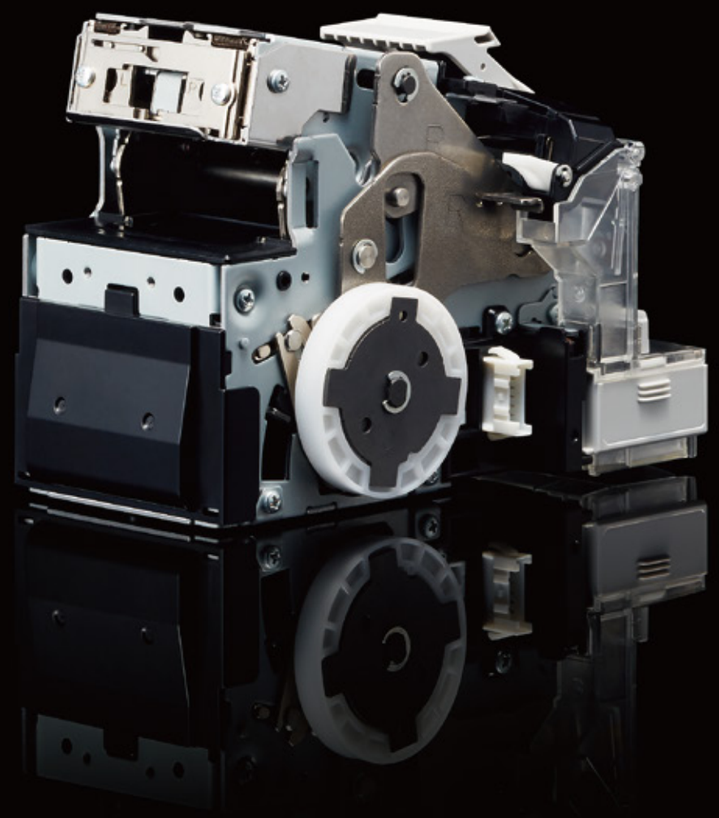
Lighthouse(UK)Ltd.

TOPICS 01

We were the first to make a stapler in Japan, and have created products that have achieved a dominant share in the Japanese market*.

More than 70 or more years ago, we started to sell the No. 10 stapler, which was the first-ever stapler manufactured in Japan. Since then, we have manufactured and sold more than 500 million staplers.
We have strived to improve the paper-binding function, and we were also the first manufacturer in the world to create a flat clinch stapler. Our staplers, along with MAX staples contained in the small green boxes, are considered to be one of the essential items for office work, and have achieved the No. 1 share in Japan.

*Share of the domestic stapler market, according to research by Yano Research Institute Ltd. (2022 marketing overview for stationery and office supplies)

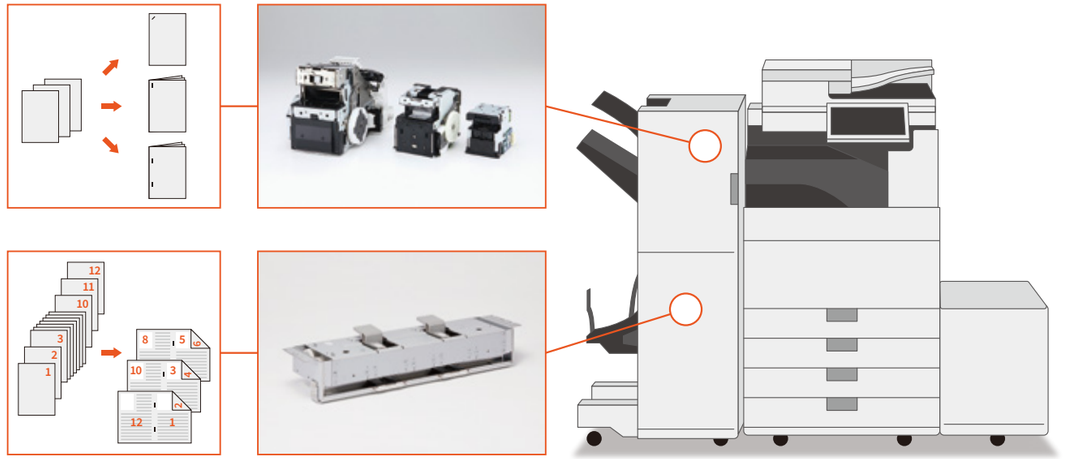


Quest for improving the art of “binding,” and the creation of value through the implementation of automation.

MAX started to sell the “auto stapler,” an electric stapler to be built into a multi-function copier, in 1985. Because of its high quality and accuracy, it has been adopted by various multi-function copier and printer manufacturers, and has supported finishing solutions of digital printing equipments.

MAX responds to customers’ needs with technical innovation.

The “auto stapler” has evolved to become a function for stapling printed paper sheets automatically, and the stapling function of the highest capacity model is capable of stapling 100 paper sheets. Also, as an additional function, we have improved a leg cutting function, which makes the legs of a staple less noticeable even when the number of stapled sheets is small.

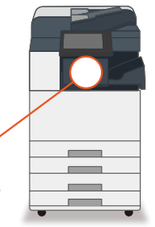


“Saddle stitch auto stapler” for simple book binding market

TOPICS 02

Products with high accuracy, high quality and superior cost performance

The “auto stapler” is a creation of MAX that is equipped in multi-function copiers to staple paper sheets. We have improved its quality to such a level that it can endure consecutive and high-speed use. Because we have rapidly solved issues presented by our customers, we have gained trust and our auto stapler is now equipped in many multi-function copiers and printers around the globe. As customers’ needs become more varied, our finishers with built-in stapler functions for multi-function copiers and printers are also gaining popularity because they reduce installation space. Our “auto stapler” will continue evolving in order to respond to new needs.



Fastening devices for applications such as “nailing,” “tightening” and “tying” deliver effective results in various professional scenes.

In 1958, MAX started to sell the first-hand tacker to be manufactured in Japan.
After that, because of the establishment of pneumatic technology, we developed and started to sell Japan’s first pneumatic nailer in 1962. Since then, as the pioneer of Japanese nailers, we have improved our pneumatic nailers and pneumatic compressors.
Also, in 1993, we started to sell the world’s first battery-operated rebar tying tool.
We reflect needs from our customer in our products, and contribute to improving the working efficiency and decreasing the physical load on customers.

MAX is a pioneer of pneumatic nailers in Japan.

MAX is a company leading the technical innovation of nailers, and its high-pressure nailers demonstrate great performance on not only wood surfaces, but also with concrete and steel plates. MAX always continues innovating its technologies.

Nailer of a new age: “PowerLite series” Its nailing performance is superior. High power and light weight due to high pressure air.

The industry’s first “Air Compressor” (power source of pneumatic nailers) that can be remotely controlled with a smart phone!

Staples, nails and screws for pneumatic tools.

Staple/nail/screw

Battery-operated tools powered by lithium-ion battery.

The “battery-operated low-noise impact driver” is the result of our quest for low noise and smooth tightening of fasteners.

“Battery-operated finish nailer”

MAX offers unique labor-saving, efficiency-improving tools such as concrete rebar tying tools, which are widely used at concrete construction sites.

Based on detailed research regarding work on concrete construction sites, MAX has been developing and providing functionally differentiated unique tools and their consumables by seeing things from the standpoint of our customers. MAX's concrete tools are highly received by workers at construction sites.

Logo commemorating the 30th anniversary of the launch of MAX's battery-operated rebar tying tool

Incorporating the silhouette of a rebar tying tool and crossed rebars, the logo symbolizes our celebration of 30 years as the original manufacturer of the world's first battery-operated rebar tying tool.

We started to sell the "TWINTIER" series, the result of our quest towards on-site-easy usability.
We always gather the opinions of customers to improve our products.

Rebar tying work is primarily carried out manually by experienced rodbusters. To change that, we began marketing a "battery-operated rebar tying tool," which allows anybody to conduct the same level of work easily, in 1993 for the first time in the world.
Since then, we have improved it by listening to our customers who actually use them, and in 2017, we started to sell the "TWINTIER." In recent years, due to labor shortages in the construction industry and an increase of construction demand, the need for efficiency is higher than ever. To respond to this need, we worked on even further improving the usability of our product. We also started to sell the "Stand Up TWINTER" in 2020, which allows the user to tie rebar without bending down, in order to decrease the user's physical burden.

Wires for rebar tying tools (TIE WIRE)

TWINTIER: RB401T-E Stand Up TWINTIER

Cordless gas-powered pin-driving tool "Gas Nailer."
It is highly powerful and lightweight.

In 2004, MAX started to sell Japan's first gas nailer (gas-powered pin fastening tool). Because it is cordless, it can be handled easily, and it has high driving power. This tool is widely used for various purposes, including for steel framing or mechanical, electrical and plumbing, housing foundations, and reinforcing steel.

Cordless gas-powered pin-driving tool "Gas Nailer"

MAX's products are used in workplaces around the globe.

Our industrial equipment business overseas mostly focuses on the European and North American market.
At construction sites or pre-cast factories, existing manual rebar tying work has increasingly been replaced by usage of the rebar tying tool "TWINTIER".

Sales in North America

We established MAX USA CORP. in New York in 1993. We currently operate business sites in Texas and California, where we are working to improve user satisfaction in ways that include further enhancing our service system. Like Japan, labor shortages and other factors are contributing to growing need for mechanization overseas. This has generated considerable demand for rebar tying tools and other MAX products.

MAX USA CORP.

Sales in Europe

We established the sales company MAX EUROPE B.V. in the Netherlands in 2006.
As our industrial business centered on rebar tying tools grows, we are working to strengthen our sales structure and improve user convenience with an eye to expanding our European business. Among the steps we have taken here are establishing a new German Office of MAX EUROPE B.V. in February 2022 and establishing our own service system.

MAX EUROPE B.V.

We explore new product ideas and conduct market testing of our new products in the overseas markets as well.

It is essential to our product development to visit workplaces in oversea countries, gather opinions directly from our customers, and reflect them in our products. Gathering opinions and confirming facts are the starting points for forging trust between us and our customers.

TOPICS 03

Unique products that respond to customers' needs with innovative technologies.

Nailers are required to fulfill all the needs of professionals, such as fast nailing speed, high durability, compactness, powerful and lightness to be a fit for on-site work.
As the pioneering manufacturer of made-in-Japan nailers, MAX was the first in the world to develop a high-pressure pneumatic nailer (which uses an air pressure of 320psi/23bar). This nailer achieves compactness and lightness as well as high performance, and achieving fastening applications that cannot be done by traditional nailers with normal air pressure (100psi/8bar). Therefore, the MAX's high-pressure nailer is highly valued by our customers.

MAX's unique binding equipment is playing important roles in the fields of Agriculture and the Food Industry.

MAX's entry into the "AF" product segment started in 1969 with the launch of "TAPENER," a tape tying tool for use in agriculture and gardening.
Its unique product development ideas were passed down to products such as "CONI-CLIPPER" and "PACKNER," bag closing tools that facilitate "efficiency" and "fatigue reduction" in packaging operations, and "OBIMARU," a vegetable binding tool. These AF products have developed along with dedicated consumables and have sold well over the years. Among such products, "TAPENER" is used not only in Japan but also overseas in regions such as Europe, America and Asia.

"Light Effort TAPENER" has undergone a dramatic evolution.

"It would be nice if we could do tape-tying easier with less effort"– We responded to such requests by developing the "Light Effort TAPENER HT-R series." Its main unit is far lighter than that of the original product and requires less effort to conduct tape binding. It has become a favorite tool of farmers around the world.
Furthermore, in response to growing awareness of the environment and the UN's Sustainable Development Goals (SDGs), we began marketing an environmentally friendly "paper tape" that decomposes in soil in about three months exclusively for "TAPENER". We will continue to actively adopt environmentally friendly materials and contribute to the achievement of the SDGs.

The bag closing tool "CONI-CLIPPER" for produce and other food products can greatly reduce fatigue of workers.

"CONI-CLIPPER" is a bag closing tool for produce and other food products that delivers greater packaging efficiency, and "CONI-CLIP" is a dedicated binding consumable for "CONI-CLIPPER" that makes package opening easier. In 2022, we launched "BIOMASS CONI-CLIP," an environmentally friendly product made of biomass material.

Battery-operated pruning scissors "ZAKURIO".

"ZAKURIO" makes pruning of fruit trees and shrubs easier.

Providing a comfortable living environment for both newly constructed and renovated houses.

MAX provides various products to support a better housing environment, including heater-ventilator-dryers for bathrooms; 24-hour ventilation systems, for which installation is basically required by the Building Standards Act in Japan; wall-hanging heaters; PTC plane heater floor heating systems; washable disposer systems and residential fire alarms. Our equipment serves to reduce the risk of “sick house syndrome” and heat shock-related accidents, which increase with age.

Because of its high reliability, total sales have surpassed 7.7 million units.*1

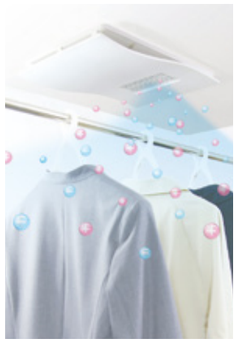
Our “DRYFAN” brand products for electric heater/dryers for bathrooms have achieved the No. 1 share in the Japanese market in terms of sales volume.*2

Ever since launching heater-ventilator-dryers for bathrooms “DRYFAN” in 1985, our mission has been to provide products that make taking baths healthier and more comfortable. We will continue proposing new bathroom products as a pioneer in this industry by identifying changing trends and listening to what our customers have to say.

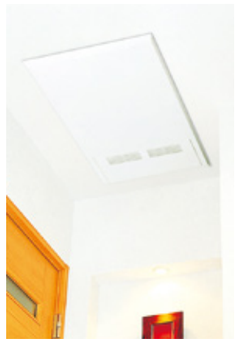
DRYFAN
since 1985

We provide various products for the needs of “replacing” equipment when renovating a house.

As a company whose products are already being used by many customers, we have various products that respond to the needs of “replacing” existing products. We hope our products will make customers’ housing environments even more comfortable.



Heater-ventilator-dryers for bathrooms (for replacement only)



Total heat exchange type ventilation systems (for replacement only)

Residential fire alarm for replacement

Household food waste disposal unit Disposer

Of course, we have set up an after-care system to respond to the need for replacement work.

We provide various services which include not only the repair of our products, but also replacement work for our products. All the operators who visit customers’ homes have been certified to service MAX products. The quality of our work has been positively received by our customers. MAX aims to establish a system for providing after-care services, for we give consideration not only to the sale of our products, but also to what will be done after the expiration of the product lifetimes.

*1 According to MAX data (as of March 2023)
*2 2022 Housing and Construction Materials Marketing Handbook Electric Heater/Dryer Market for bathroom Maker Share (FY2021 Forecast)
According to the research of Fuji Keizai Co., Ltd.(as of May 2022)

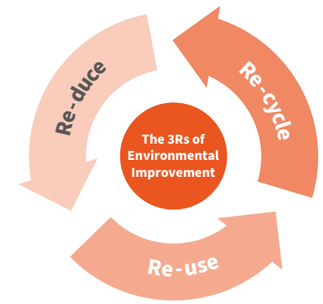
“For Health and a Comfortable Lifestyle” Kawamura Cycle strives to provide safe and secure products and quality services.

In 2010, MAX acquired shares of Kawamura Cycle Co., Ltd., and turned it into our subsidiary.
Welfare equipment needs to be “easy-to-use” as an everyday item, so in the HCR business, it is necessary to reflect market needs accurately in product planning. Kawamura Cycle has established a development system from which quality products are developed after many repeated cycles of sample manufacturing and monitoring. Under this development system, it aims to develop a product with high added value by adopting new technologies while maintaining safety.

Environment-friendly wheelchairs

As per its environmental policy, Kawamura Cycle works hard on preventing pollution, making continuous improvement in its management program, and fulfilling its social mission by introducing safe and comfortable wheelchairs. It also promotes the 3Rs of environmental improvement.

- Develop environmentally conscious wheelchairs
- Recycle disposed paper
- Support re-use of wheelchairs by providing inspection and maintenance



Quality management

Internal testing

We regularly conduct running durability tests and wheelchair drop tests by using in-house test equipment that complies with the JIS standard (JIS T 9201:2016) or at a third-party testing facility. This ensures that we maintain and improve the safety and durability of our products. For those types of wheelchairs that the JIS standard does not cover, we conduct safety testing according to our internal standards, and use the obtained results to review specifications and develop new products.

Caster load test

This is a test to make sure that the caster does not break even when an excessive load is applied to it while the wheelchair is being used. The test is conducted by applying a load to a single caster and checking whether a crack or dent has appeared on it, and make sure it rotates smoothly.

Static stability test

This is a test to make sure that a wheelchair does not become unstable on a slope while its user is sitting on it. For this test, equipment that can change its tilt is used to evaluate a wheelchair with an uphill slope, a downhill slope and a sideways slope.

Running durability test

This is a test to make sure that the frame and parts are not missing or broken after a wheelchair runs over a rough surface such as stone pavement. This is the most stringent and important test among tests for a wheelchair.

Introduction of products

Its frame design leaves impression on those who see it with its beautiful curve. We recommend this wheelchair to those who consider not only comfort, but also design.

ウェビット ルー WAVIT Roo

<Main specifications>

- Reversible sheet
- Telescopic brake for parking
- Elbow flip-up type
- Height adjustment of seat
- No-puncture tires
- Swing in/out type leg parts
- Height of foot support can be adjusted without using tools (snap-in adjustment function)

Website of Kawamura Cycle

www.kawamura-cycle.co.jp

With our original technologies, we will continue creating new products that will lead the next generation.

While strictly sticking to our jobsite-oriented principle, we create “products only we can create” in a new product development process supported by our development environment. The process starts from formulating plans and concepts by merging needs and our own technologies.
Furthermore, we maintain the position of selling “our unique and quality products” with technologies that enable us to create sales points in our products, and intellectual property rights.

Formulation of plans and concepts

Create new value from the opinions of customers

Product design capability

Integration of machine/hardware/software design and analysis-led design

Development support

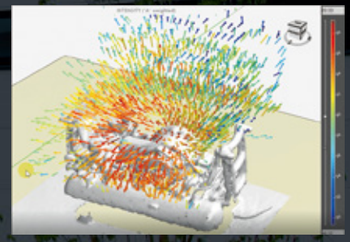
Trial manufacturing/measurement/evaluation supported by the latest industry equipment

Plan & concept → **Product design** → **Trial manufacturing** → **Validation** → **Productization**

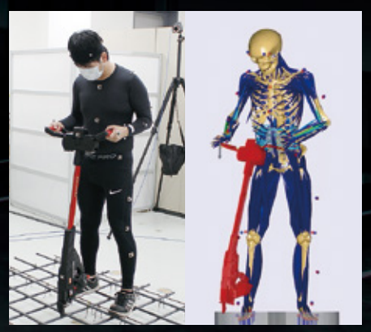
Intellectual property strategy We utilize the niche-top strategy in which we protect our unique products created by merging core technologies and needs with intellectual property rights

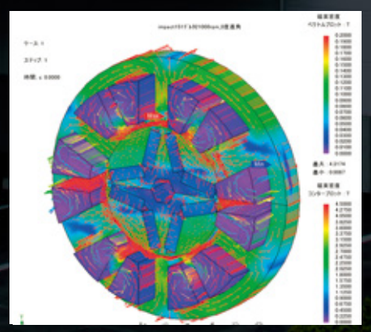
Product development is progressed by a team. Machine/hardware/software designers work together to solve tasks from multiple perspectives, and improve product quality.

We create new technologies and products by cultivating our core technologies and researching/merging rapidly evolving mechatronics technologies.



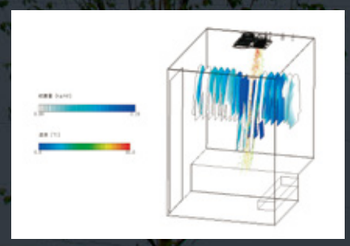
Our planners and machine/hardware/software designers visit workplaces around the globe in order to understand the customers’ needs and their working environments. They expand their ideas from the perspective unique to engineers, and create new value.





We conduct optimized design by using cutting-edge analysis technologies at the early stage of product development, which give us the flexibly to change certain aspects of the product in different stages.
In software development, we consider machine control to be our starting point, and then add necessary cutting-edge technologies such as IoT, cloud computing and web/mobile applications to create new customer value.

We have introduced a variety of the latest devices for experimental manufacturing and measurement, such as metal 3D printers and 3D scanners. Such devices support our technological research and the development of new products.



In addition to temperature and humidity environmental tests, we have established an evaluation system for situations in which our products are placed in harsh environments with dust, heat, humidity and cold.
We are able to support high quality products by quantitatively evaluating difficult sources to measure such as sound sources, image quality, and drying performance by utilizing advanced analyzing techniques to quantify and visualize them.

Our products are sold worldwide and used in various workplaces.

MAX's trusted and globally competitive products are manufactured in world-leading facilities with world-leading manufacturing systems.

Our consumables are produced on production lines which are mainly constituted from in-house developed equipment and require few or no operating personnel, thus achieving high productivity and maintaining a clean operating environment. The main precision parts are produced by the latest processing machines, and are controlled and operated effectively. Our trusted and globally competitive products are produced by such facilities and production systems. We achieve our responsibility to deliver products that satisfy our customers by building and advancing our quality control system, which needs to be able to be flexible in order to fulfil the diverse needs of the market. This is done by having our team members learn from the market by practicing the "Principle of three realities" (go to the actual place, know the actual situation and be realistic).

TOPICS_04

"Best link" between tools and consumables.

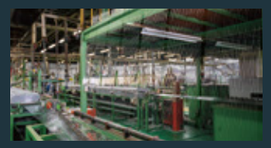
The usability of MAX's products comes from high compatibility between tools and their consumables. We design tools after understanding the characteristics of consumables, and we develop consumables in accordance with the specifications of our tools. Both tools and consumables are indispensable for improving customer satisfaction. Understanding customers' needs for our tools and consumables based on users' usage environments and applications is the basis of MAX's creative activities, in which we work hard to learn about the workplaces where our products can be used and our customers.

Tamamura Factory

"Flexible manufacturing factory" that responds to changes in demand in a timely manner.

The Tamamura Factory is our main factory for industrial equipment, where the entire process of manufacturing nailers, from processing to assembly, is conducted. To respond to diversified market needs, we have turned this factory into a facility where we can produce various kinds of products in any quantity, and the factory now produces about 200 types of nailers, gas nailers, rebar tying tools, etc. Toward the improvement of supply chain management, we are promoting the highly efficient and flexible production of high-quality products by implementing CNC machining controls based on our own engineering and cell manufacturing method.
This is a mechatronics factory which also manufactures compressors, power tools, office machines such as Bepop and label printers as well as auto staplers, and serves as the main factory of MAX.

Fujioka Factory



World's top-notch factory dedicated to manufacturing consumables.

Our Fujioka Factory is one of the largest factories in the world dedicated to manufacturing consumables, both in terms of facility size and production amount. The factory manufactures staples for office equipment and industrial equipment as well as wires for rebar tying tools (TIE WIRE). It also actively works on developing new consumables such as high-precision staples for auto staplers, and promotes technological innovation in the production and product development of new consumables. Furthermore, the factory has an integrated manufacturing system covering processes from material processing to finishing, which is composed of in-house developed facilities. In Fujioka Factory, high level automation of product manufacturing is already achieved: while products are automatically manufactured by the equipment in this factory, human workers concentrate on set-up changes, quality management and maintenance.

Yoshii Factory

We established a production system by integrating manufacturing and logistics functions for home environment equipment.

Our Yoshii Factory produces electric heater/dryers for bathrooms, which have a market share of about 50%, as well as heat exchange type 24-hour ventilation systems and disposers.
The factory is equipped with "a line for home environment equipment to pack assortments of equipment for each household, "which has improved the efficiency of "picking and small-lot packing work." The factory also contributes to improving the productivity of logistics work as a whole.

Kuragano Factory

Our Kuragano Factory manufactures small staplers as well as tanks for air compressors. With its in-house developed production facility, manufacturing processes from press processing to assembly are automated. With automated lines equipped with functions such as in-line automatic inspection, a high quality and highly efficient mass production system is established at this factory.

Our sales system and supply chains are for promptly responding to customers' needs.

The MAX Group consists of 25 companies including MAX CO., LTD., subsidiaries and affiliated companies, and we aim to provide better products and services. We have established sales bases in Japan, North America, Europe and Asia, and have been expanding sales and after service systems globally.
By expanding production not only in factories in Japan but also in factories located in Thailand, China and Malaysia, and also expanding logistics and service bases, we satisfy our customers with the quality and speed of our products and services.

MAX (THAILAND) CO., LTD.

MAX USA CORP.

Lighthouse(UK)Ltd.

MAX ELECTRONICS MACHINE CO., (SHENZHEN) LTD.

MAX ELECTRONICS MACHINE (SUZHOU) CO., LTD.

MAX CO., LTD.

MAX EUROPE B.V.

MAX FASTENERS(M)SDN. BHD.

Head Office

M MAX CO., LTD.
Address : 6-6, Nihonbashi Hakozaki-cho, Chuo-ku, Tokyo

Logistics and Service Bases

MAX Sales Co., Ltd.
Address : 3-421, Nisshin-cho, Kita-ku, Saitama-shi, Saitama Prefecture
Business details : Sales of office equipment as well as building and construction tools

MAX Engineering Service Co., Ltd.
Address : 412, Kamiorui-machi, Takasaki-shi, Gunma Prefecture
Business details : Providing after services for our products

MAX Logistics Warehouse Co., Ltd.
Address : 866-1, Iwai, Yoshii-machi, Takasaki-shi, Gunma Prefecture
Business details : Logistics work for our products such as storing and transporting

Sales Bases

1 MAX USA CORP.
Address : 205 Express Street, Plainview, New York 11803, U.S.A.

2 MAX USA CORP. TEXAS OFFICE
Address : 405 Powerhouse Street, Suite 502, McKinney, Texas 75071, U.S.A.

3 MAX USA CORP. CALIFORNIA OFFICE
Address : 3002 Dow Avenue, Suite 222, Tustin, California 92780, U.S.A.

4 MAX EUROPE B.V.
Address : Antennestraat 45, 1322AH Almere, The Netherlands

5 MAX EUROPE B.V. GERMAN OFFICE
Address : Bonner Str. 203d, 40589 Düsseldorf, Germany

6 Lighthouse(UK)Ltd.
Address : Unit 23, Charnwood Business Park North Road Loughborough Leicestershine, England

7 Lighthouse Europe B.V.
Address : Centurionbaan 42 D, 3769 AV Soesterberg, The Netherlands

8 MAX ASIA PTE. LTD.
Address : 101 Cecil Street #16-01 Tong Eng Building, Singapore 069533

9 MAX ASIA PTE. LTD. MUMBAI OFFICE
Address : Oberoi Splendor, A-1004, J.V.L.R., Opp. Majas Bus Depot, Andheri(East) Mumbai-400 060, India

10 MAX ASIA PTE. LTD. HO CHI MINH OFFICE
Address : P.721.4,7 th floor, Me Linh Point Tower, No.02 Ngo Duc Ke Street, District 1, HCMC Vietnam

11 MAX CO.,(H.K.)LTD.
Address : 7-B, Chuan-Kei-Fty Bldg., 15-23, Kin Hong St., Kwai Chung, New Territories, Hong Kong

12 MAX (SHANGHAI) CO., LTD.
Address : ROOM403, No.1, Lane 280, Hongjing Road, Minhang District Shanghai, P.R.China

Production Bases

Tamamura Factory
Address : 1848, Kawai, Tamamura-machi, Sawa-gun, Gunma Prefecture
Operation start time : Drafting equipment factory – October, 1988/ Nailer factory – October, 1991
Products : Nailers, air compressors, rebar tying tools, auto staplers, electronic office equipment, etc.

Kuragano Factory
Address : 2644, Kuragano-machi, Takasaki-shi, Gunma Prefecture
Operation start time : January, 1960
Products : Staplers, air compressor tanks, etc.

Fujioka Factory (JIS certified factory)
Address : 33-1, Mori, Fujioka-shi, Gunma Prefecture
Operation start time : August, 1963
Products : Staples, staples for auto staplers, TIEWIRE, etc.

MAX Joban Co., Ltd. (JIS certified factory)
Address : 425, Fujigaoka, Sekimoto-cho, Kitaibaraki-shi, Ibaraki Prefecture
Operation start time : October, 1970
Products : Coil nails, TIEWIRE

Yoshii Factory
Address : 800-2, Iwai, Yoshii-machi, Takasaki-shi, Gunma Prefecture
Operation start time : May, 2007
Products : Heater-ventilator-dryers for bathrooms, heat exchange type 24-hour ventilation systems, disposers for households, etc.

MAX Takasaki Co., Ltd.
Address : 800-2, Iwai, Yoshii-machi, Takasaki-shi, Gunma
Prefecture (Head Office) 2644, Kuragano-machi, Takasaki-shi, Gunma Prefecture (Kuragano Factory)
Business details : Manufacturing of staplers and heater-ventilator-dryers for bathrooms, etc.

12 MAX FASTENERS(M)SDN. BHD.
Address : Lot 55, Kulim Industrial Estate, 09000 Kulim, Kedah, Malaysia
Operation start time : October, 1990
Products : Staplers, staples, etc.

13 MAX (THAILAND) CO., LTD.
Address : WHA Eastern Seaboard Industrial Estate 1 911/3 Moo 5, Khaokansong Sub-District, Sriracha District, Chonburi 20110, Thailand
Operation start time : Stapler and nailer factory – August 2005/TIEWIRE factory – June 2018; expanded in March 2023
Products : Staplers, nailers, TAPENER, auto staplers, TIEWIRE, CONI-CLIP

14 MAX ELECTRONICS MACHINE CO., (SHENZHEN) LTD.
Address : No. 12 of Jiayi Industrial Park, GuiYue Road, Guixiang Community, Guanlan Town, LongHua District, Shenzhen City, Guangdong province, P.R. China
Operation start time : December, 2003
Products : Auto staplers, electronic office equipment

15 MAX ELECTRONICS MACHINE (SUZHOU) CO., LTD.
Address : Building 17, SND-EPZ Sub-Industrial Park, No. 666 Jianlin Road, SND, Suzhou City, Jiangsu province, P.R. China
Operation start time : October, 2010
Products : Heater-ventilator-dryers for bathrooms

Our jobsite-oriented principle helps to solve social issues.

MAX' s strict jobsite-oriented attitude towards manufacturing has created a number of "products only we can create" and "our unique and quality products" in various niche markets, and such products have contributed to creating healthy, safe and secure living and working environments.

Product development for solving social issues

Reducing physical burden and providing solutions for labor shortages
Rebar Tying Tool "Stand-Up TWINTIER"

Before MAX started to sell the world's first battery-operated rebar tying tool in 1993, rebar tying work had been done manually by using pliers. After several model changes, we developed the TWINTIER mechanism in 2017 which ties concrete reinforcing bars with two wires. Because we succeeded in improving its binding force and shortening its tying time to 0.7 seconds, our TWINTIER has established an overwhelming leading position in the market. Furthermore, in 2020, we started to sell the "Stand Up TWINTIER," which allows its user to conduct tying while standing and walking. Since rebar tying work is often conducted under the scorching sun, in this current environment where aging and the reduction of reinforcement workers are ongoing, we believe that "TWINTIER" is an innovative product that can reduce the physical burden and working time of workers at the same time.

Create a workplace with a positive and lively atmosphere.

Every year, in Japan, MAX takes place a "contest for safety signs and safety awareness training", in which participants use our sign & label printing machine "Bepop" to reduce labor accidents. During the contest, participants work together to check dangerous places and create signs to warn about such places. We believe that by having participants do so, they can learn how to solve dangers and issues in their workplace together. The fundamental reason for holding this contest is to encourage people to conduct "voluntary" improvement activities, and we believe this reason shares some similarities with our fundamental management policy, which is "to become a group in which everyone can grow together by creating a lively and fun atmosphere." MAX will continue contributing to reducing labor accidents by "creating a workplace with a positive and lively atmosphere."

Our "TWINTIER RB-400T-E " as well as our "measures in which people work together to come up with new ideas for safety signs in order to prevent people from engaging in unsafe actions" initiative which uses "Bepop," our sign & label printing machine that can create original safety signs, warning signs, etc. have been highly evaluated after their demonstration by third parties, and were selected in

"the project for demonstration, etc. of safety and hygiene measure for elderly workers in 2020" of the Ministry of Health, Labor and Welfare in Japan.

Name of measure	Rebar tying tool "TWINTIER," Stand Up TWINTIER RB-400T-E series	Measure in which people work together to come up with new ideas for safety signs in order to prevent people from engaging in unsafe actions
Demonstration No.	2020-03	2020-04

エイジフレンドリー企業様へ
厚生労働省 安全衛生実証

Japanese Ministry of Health, Labor and Welfare's "project for improving safety and hygiene measure for elderly workers"

This project aims to support and introduce appropriate measures to improve and promote safety and hygiene for elderly workers. To achieve the goal of this project, a third party testing agency and experts commissioned by the Japanese Ministry of Health, Labour and Welfare objectively evaluate measures and methods to improve safety and hygiene for elderly workers. The results are to be published by the Japanese Ministry of Health, Labour and Welfare.

Creating comfortable housing environments "DRYFAN," a heater-ventilator-dryer for bathrooms

Since its sales started in 1985, more than 7.7 million units (total number of shipments)*1 have been used by our customers. "DRYFAN" has maintained its No. 1 share*2 in the Japanese market because we have prepared a varied lineup for various usage purposes, such as DRYFAN for apartments, for condominiums and for stand-alone houses, as well as DRYFAN with Plasmacluster technology. It helps reduce the risk of heat shock-related accidents, which are increasing as the population ages.

*1 According to MAX data (as of March 2023)
*2 2022 Housing and Construction Materials Marketing Handbook Electric Heater/Dryer Market for bathroom Maker Share (FY2021 Forecast)
According to the research of Fuji Keizai Co., Ltd.(as of May 2022)
* "Plasmacluster" and "Device of a cluster of grapes" are trademarks of Sharp Corporation.

Our activities for reducing the environmental burden and contributing to local society

MAX's production bases in Japan set goals for energy conservation, resource saving and recycling, as well as the recycling rate for each fiscal year in order to promote activities for reducing the environmental burden.

Energy conservation

Goal of FY 2021 (suppressing the unit energy consumption to lower than 99.0% of that of the previous year) was achieved by suppressing the unit energy consumption to 93.2% of that of the previous year.

Reducing environmental burden by installing solar power system

In 2021, we installed a solar power system at the newly built Yoshii Logistics Warehouse, eliminating 110 tons of carbon emissions per year. The Group as a whole is expanding its use of renewable energy. For example, we are introducing a solar power system at our third factory in Thailand, which began operating in March 2023.

Compliance with environmental laws and regulations

Each production base of MAX clarifies the related laws and regulations based on their production lineup, and complies with requirements.

- **Planned improvement of energy efficiency based on the Energy Saving Act**
- **Regular measurement of air and water quality**
- **Appropriate disposal of waste**
- **Management of substances prohibited in products based on laws and regulations such as the EU RoHS directive**
- **Management of chemical substances based on the PRTR law**

Local society

Providing social contributions to the areas surrounding our factories (Outsourcing packaging of staples to facilities that employ people with disabilities)

MAX's history reflects its insistence on "making products that fully satisfy the people who uses them".

1940

1942
Started out as Yamada Air Industry Co., Ltd. in Azuma-cho, Takasaki-shi, and produced wing parts for airplanes

1950

1952
Began selling "SYC・10," Japan's first No. 10 stapler

1954
Began selling "MAX・10," a basic stapler

1958
Began selling Japan's first <hand tacker>

1960

1962
Began selling "T2-A," Japan's first pneumatic nailer

1968
Began selling "HD-10D," a standard stapler

1969
Began selling <TAPENER>, a tape tying tool

1970

1971
Began selling <PACKNER>, a bag closing tool

1973
Began selling "CN-60," a coil nailer for wire nails

1976
Began selling an air compressor exclusively used for nailers

1979
Began selling "Hotchie," a stapler requiring only light effort

1980

1985
Began selling <electronic time recorders>

1985
Began selling <AUTO STAPLER>, a stapler for printer/-copier finishers

1985
Began selling electronic staplers

1987
Began selling a flat clinch stapler which makes the back side of stapled sheets flat

1990
Began selling <Bepop>, a sign & label printing machine

1993
Began selling <RE-BAR-TIER>, a rebar tying tool

1994
Began selling <PowerLite>, a high-pressure nail driving system

1996
Began selling <TURBO DRIVER>, a collated screw driving machine to be used on drywall

1998
Began selling <CONI-CLIPPER>, a bag closing tool for produce and other food products

2000

2000
Acquired 2 companies of SHINWA HI-TEC group, which makes heater-ventilator-dryers for bathrooms, and entered into the home environment equipment business.

2002
Began selling "HD-10DFL" staplers to commemorate the 50th anniversary

2004
Began selling Japan's first <gas nailer>

2004
Began selling <hammer drills>, concrete tools for professionals

2005
Began selling <disposer systems> for housing

2006
Began selling <thermal label printer> for food labelling

2008
Began selling <Vaimo 11 series>, a new generation of stapler that can staple 2 to 40 sheets with less effort by using staples, conforming to a new standard

2008
Began selling <impact driver>, a battery-operated brushless equipped with a Li-ion battery

2010

2010
Acquired shares of Kawamura Cycle Co., Ltd. and turned it into our subsidiary

HCR Equipment Business

2010
Began selling <ZAKURIO>, battery-operated pruning scissors

2013
Began selling <PAPYLER>, a stapler using paper-made staples

2017
Began selling <TWINTIER>, a rebar tying tool

Office Equipment Business

Industrial Equipment Business

MAX has always promptly identified up-to-date needs, and in its founding period from 1942 to the 1950s, MAX produced Japan's first hand held office stapler, hand tacker and drafting machine. These early products gained the confidence of many customers, and MAX became clearly involved in the fields of products for "fastening," "binding" and "drawing".
In the 1960s and 70s, through the development of pneumatic technology, MAX's nailers became air-powered, and the market for them was expanded to cover furniture, packaging and construction. The consumables used for our nailers had been just staples, but during this time nails also started to be used. Our nailer had only been used on wooden material, but it began to be used on steel plates and concrete as well. As such, our nailers had penetrated into the entire market where nails were used, and we became the No. 1 manufacturer of nailers in Japan, both in name and reality.

In the 1980s and 90s, electronics technologies were introduced in many fields, and MAX created new markets through the introduction of electronic technologies in office equipment such as check writers, time recorders and staplers. Furthermore, MAX introduced new concept products for the next generation by uniting the technologies it had accumulated, such as the PowerLite high-pressure pneumatic nailer, a rebar tying tool, a built-in electronic stapler for multi-function copiers (auto stapler), and a sign & label printing machine (Bepop).
After entering the 21st century, the Concrete Tool Business and the Home Environment Equipment Business were newly added to MAX's lines of business. MAX will continue "making products that fully satisfy the people who use them."

Products with * are obsolete products.

MAX’s stories to be stapled on your heart

About

What are “MAX’s stories to be stapled on your heart”?

Every year, MAX CO., LTD. solicits stories of your memories and events under the theme “What is the story you want to staple on your heart?”, which means something you want to remember forever, such as “your current happiness,” “family ties” and “memories with your friends”.

History

History of “MAX’s stories to be stapled on your heart”

This project was started in 2010.
Since then, we have received many stories from all over Japan, so many, in fact, that their number recently surpassed 100,000!
We will continue looking forward to your participation!

Award Result

Award result

Grand award-winning story in the 13th

“MAX’s stories to be stapled on your heart” [Himachi (Osaka Prefecture, 14 years old)]

“They’re going to hold the fireworks display this year!” Those words, uttered during the coronavirus pandemic, kept me excited for a whole two months. Immediately I said to my mother, “Buy me a yukata [light summer kimono]! I want to wear one to the fireworks!”
“If you want to wear a yukata, I have one.” she said. “Wear that. Great-grandma and grandma wore it, too, you know.” I had already decided on yukata to buy, so I didn’t want to wear some an old thing with a pattern I didn’t like. We argued about the matter and ended up not speaking to each other.
When I was visiting my grandmother for summer vacation, she handed me a piece of clothing that my mother wore in junior high school and said, “This would look good on you. Why don’t you take it home?” Still upset that my mother wouldn’t buy me a new yukata, I said, “You’re like Mom. Why is everyone giving me hand-me-downs? I don’t want old stuff. I want new things.”
My grandmother looked at me and said, “Hand-me-downs are wonderful because they last. Cute things and new things are good, I suppose, but I think the best things are those that last longest. When clothes last a long time, that’s proof that they were valued and cherished by their owners. Those feelings come with hand-me-downs, so we give them to people we want to wear them.” Hearing that, I was suddenly overcome with an urge to call my mother. “I want to wear your yukata!” I exclaimed over the phone. “Well, that’s a sudden change of heart!” she replied in surprise. But she seemed to understand and appeared delighted. The day of the fireworks display came and my mother dressed me in the yukata. “Thank you! I'm off!” I said as I ran out the door. My heart sang with an inexpressible sense of pride. Today I was wearing something cherished by my mother, grandmother, and great-grandmother to the fireworks display. It's possible that no gift is more thoughtful than an old hand-me-down. That yukata has been passed down through four generations. And its journey is certain to continue.

https://www.max-ltd.co.jp/about/cocoro_story/

MAX Co., Ltd. corporate website
https://www.max-ltd.co.jp/

MAX

ENGINEERED FOR PERFORMANCE

MAX CO.,LTD. 103-8502 : 6-6, Nihonbashi Hakozaki-cho, Chuo-ku, Tokyo TEL : 03-3669-0311 https://www.max-ltd.co.jp/

At MAX Co., Ltd., the protection of customers' information assets and our internal information assets are among the most important basic policies in our corporate management. That is why we have obtained the information security management system certification under ISO/IEC 27001 for our Sales Division, Head Office, Repair Division, Production Engineering Division, Procurement Division, Distribution Warehouses, and Information Systems Management Department.

We have also obtained business continuity management system certification under ISO 22301
to ensure the continuous production and supply of our priority product groups. This certification applies to our Tamamura, Fujioka, Yoshii, and Kuragano Factories as well as the production support department and information systems management department associated with those factories.

JQA-1916

MAX Co., Ltd. is engaged in the design, development, and manufacturing of pneumatic nailers, staplers, electronic staplers, sign cutting and printing machines, and home environment equipment, as well as their consumables, and has obtained certification for its quality management system (ISO9001)

JQA-EM0462

MAX Co., Ltd. has acquired certification for its environmental management system (ISO14001) at its Tamamura Factory, Fujioka Factory, Yoshii Factory, Takasaki Office and Kuragano Factory.

This printed matter is made of FSC® certified material and FSC® controlled raw material, as well as UV ink without VOC (volatile organic compounds), in order to be eco-friendly.

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