



**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  
*Tatsuishi Ogawa*

The MAX Company Creed

**To take responsibility in supplying quality products**  
(We will maximize each employee’s ability to create and distribute the very best products.)

**To strive to improve the lives of all MAX employees and develop their abilities to the fullest**  
(We respect each other and reward initiative.)

**To accomplish steady progress for ourselves in order to provide continuous service to society and make contributions to the culture**  
(We are devoted to reliable production and sales.)

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

HCR ... Home Care & Rehabilitation

## 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 around us may change, the following mission of MAX's never will: To manifest the capability and skill in our possession to the fullest, bring forth quality products sought by our customers and society, and supply them on a continuous basis. We seek to do our part for society by realizing a company that keeps steadily existing through how products brought forth by MAX transform our customers' daily lives and work with convenience and comfort.

## Do, see, think, and plan without fear of failure

MAX's ideal personnel are "people who are willing to keep taking on new challenges without fear of failure and who are willing to learn and grow with others." 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. We turn the "facts" that we obtain into shared value that we tie into the growth of both ourselves and our team.

## 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\*<sup>1</sup>, 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\*<sup>2</sup>, pneumatic nailers, rebar tying tools and tape binding tools, contributing to improving the efficiency of work in offices, building and construction sites, as well as agricultural and food industries. 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. MAX's history reflects its insistence on “making products that fully satisfy the people who use them.”

\*<sup>1</sup> This technology is the basis for producing consumable items for MAX products, such as staples for staplers and wire for rebar tying tools

\*<sup>2</sup> Electronic staplers that are built into multi-function copiers





# We support new types of office work with 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.

## With our staplers and staples, we continue to pursue ease of use by customers while emphasizing “fastening.”

To create a stapler that can fasten numerous sheets with less strength, it is essential to have good quality control when manufacturing these staplers, as well as the precision of the staples. We manufacture stapler units in an ISO9001-certified factory to further elevate their quality. Additionally, to maintain the edged shape suitable for fastening paper, we produce staples using proprietary equipment and thorough precision management, and pursue ease of use by our customers.



## 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\*.

Began selling Japan’s first No. 10 stapler. Since more than 70 or more years ago, we have manufactured and sold more than 500 million staplers. We have strived to improve the paper-fastening 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.

\*2024 marketing overview for stationery and office supplies: Share of the domestic stapler market, according to research by Yano Research Institute Ltd.



## “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, labels that meet the chemical substance regulations, signboards at construction jobsites 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”

In Japan, MAX has held a contest for safety signs created by “Bepop” since 2018. 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 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.



SUMITOMO CHEMICAL COMPANY, LIMITED



DAIKIN INDUSTRIES, LTD.

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

Ever since its debut on the market in 1994, “LETATWIN” by MAX 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.



## 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,” it is possible to 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 food safety management in line with customers’ usage purposes.



In 2023 we launched Rakurabe Support for customers in charge of creating food labels.

## 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" and "LETATWIN" in Europe.

### Sales in Asia

We entered the Asian market in 1964. We currently have five offices 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-10D has also been recognized for its convenience of use and designability, and is becoming increasingly recognized in Asia.



HD-10



HD-10D

### Sales development of our sign & label printing machine "Bepop" overseas.

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

Additionally, we have readied a "Bepop" lineup capable of printing signs and labels on sheets with a width of up to 200mm to meet the needs of our customers.



CPM-200



Lighthouse(UK)Ltd.

### Expansion of Tube Marker "LETATWIN" in Asia and Europe

We actively take part in exhibitions in various countries as we pursue sales expansion activities.

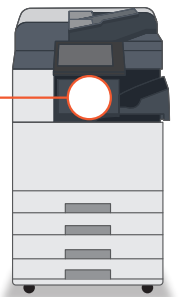


## MAX quests for the art of "binding" and creates value through the implementation of automation.

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 equipment.

### MAX responds to customers' needs with technical innovation.

"Auto stapler" has evolved in accordance with customer needs as an automatic stapling function following printing. In recent years, to realize compact multi-function copier and printer units in order to address the need to limit the installation area of those devices, we developed smaller, lighter-weight auto stapler products that have been highly received by customers.



## 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. Meeting the needs for professional booklets, the binding capacity of the top-of-the-line model reaches 100 sheets. Furthermore, we have refined the auto staple legs-cut function, which keeps the length of those legs uniform even after binding a low number of sheets. This has been met with customer satisfaction. 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 air compressors. Also, in 1993, we started to sell the world’s first battery-operated rebar tying tool. Reflecting needs from our customers in our products, we have been contributing to the improvement of the working efficiency of customers and the mitigation of the physical load on them.

### MAX is a pioneer of pneumatic nailers in Japan.

High-pressure nailers developed by MAX, leader of technological innovations for nailers. These nailers forcefully drive nails through concrete and steel plates as well as wood base. MAX always continues innovating its technologies.



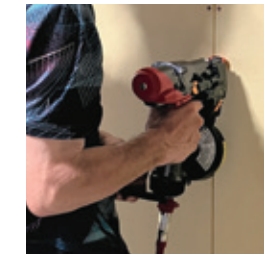
### A new generation of nailer: the “PowerLite series.”

This super-nailer for a new generation is equipped with a full set of functions that include a user-friendly magazine, hook, and air duster with adjustable air flow.



### “Turbo Driver A(Ace)” is a screw driving machine for which we pursued work efficiency when using it in general board installation.

We pursued improved work efficiency in general board installation through improved continuous workability, stabler finishing performance and simplified screw loading.



### Powering the nailer is an “air compressor,” the result of the pursuit of customer convenience.

We outfitted the nailer with an AI mode that provides variable air flow in accordance with the status of use as well as a silent mode suitable for work in environments where running noise is a concern (including morning time, nighttime, holiday and renovation work).



### A fastener for construction designed with tool properties in mind.

Use MAX-manufactured tools (machines) and fasteners to fully draw out the performance of the tools.



Staple



Nail



Screw

### A battery-operated tool with emphasis placed on uniqueness.



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



Our “battery-operated finishing nailer for frames” whose emphasis has been placed on efficiency in fixing work for forms.

## 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 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 customers.



Consumables for the TWINTIER series rebar tying tools

**A pioneer in battery-operated rebar tying tools. We lead the market through consistently listening to feedback from jobsites and making repeated improvements.**

Rebar tying work, which is primarily carried out manually, requires proficient skill. With that in mind, 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.” Having been recognized both within and outside Japan, this product rapidly took hold to significantly transform rebar tying jobsites. Since then, we have released a “Large Jaw Model” and “Extra Large Jaw Model” capable of tying thicker rebars, an “IoT Model” that can visualize movement and positioning data of the rebar tying tool in real time and a “Stand Up Model” that mitigates the physical burden on workers by enabling binding without bending the back. By increasing the amount of work that can be mechanized, we contribute to the improvement of work efficiency.



Standard Model / Large Jaw Model / Extra Large Jaw Model



IoT Model



Stand Up Model

**High-powered plus lightweight. Cordless gas-powered pin-driving tool “Gas Nailer.”**

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 realizes high driving power.

This tool is widely used for various purposes, including for interior finishing, equipment installation, housing foundations, and rebar construction work.



## MAX's products are used in jobsites around the globe.

Our overseas industrial equipment business 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., a sales company in New York, in 1993.

We currently operate business sites in Texas, California and North Carolina, 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

MAX EUROPE B.V. was established in the Netherlands as our sales company 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 business in Europe. Among the steps we have taken here are establishing a new German Office of MAX EUROPE B.V. in 2022 and establishing our own service system.



MAX EUROPE B.V.

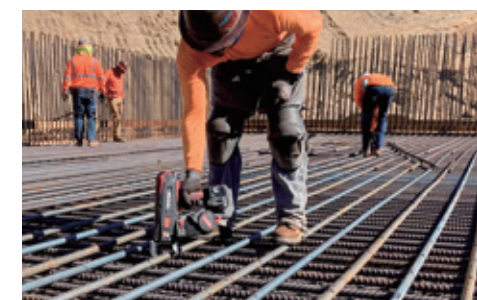
### Expansion into new territories

We are working on spreading and expanding rebar tying tools in territories other than North America and Europe, such as South Korea, Taiwan and Oceania. Moreover, in the ASEAN countries and Middle East, we have commenced the cultivation of new markets in earnest, and are making our way to local construction jobsites to survey local needs while proposing ways to improve manufacturing efficiency, shorten construction periods, mitigate the burden on jobsite workers and so forth.



**Exploring new product ideas and conducting market testing of our new products in the overseas markets as well**

It is essential to our product development to visit jobsites in overseas 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.





## MAX's unique binding machine 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 binding tool for use in agriculture and gardening. Its unique product development ideas were passed down to products such as "CONICLIPPER" and "PACKNER," bag closing machines that facilitate "efficiency" and "fatigue reduction" in packaging operations, and "OBIMARU," a vegetable binding machine. These AF products have developed along with dedicated consumables and have sold well over the years.

### "Light Effort TAPENER" has undergone a dramatic evolution.

"It would be nice if we could do tape-binding easier with less operation" – 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 operation 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 "biodegradable tape" and "paper tape" that decompose in soil exclusively for "TAPENER". We will continue to actively adopt environmentally friendly materials and contribute to the achievement of the SDGs.



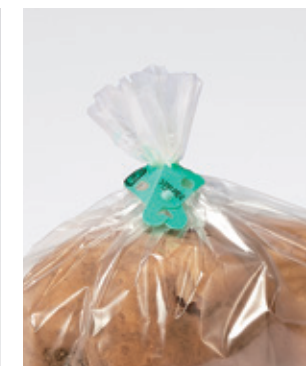
### Battery-operated pruning scissors "PASJ".



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

### The bag closing machine "CONICLIPPER" for produce and other food products can greatly reduce fatigue of workers.

The "CONICLIPPER," which realizes enhanced efficiency in packaging work, and the "CONICLIP," a dedicated binding machine that allows easy opening. In 2022, we released the "Biomass Clip for CONICLIPPER" manufactured with environmentally-friendly biomass materials.



### The "MOBILE PACKNER" battery-operated bag closing machine.



Allows binding work to be performed with ease even in locations without an electrical socket.

### The "OBIMARU" vegetable binder.



Binds green onions, turnips and more with ease using tape.

### The "TAPENER" is in use at jobsites all over the world.

Used predominantly in the cultivation of seedlings and grapes in 40 countries worldwide, including the U.S.A. and nations in Europe, East Asia and Oceania.





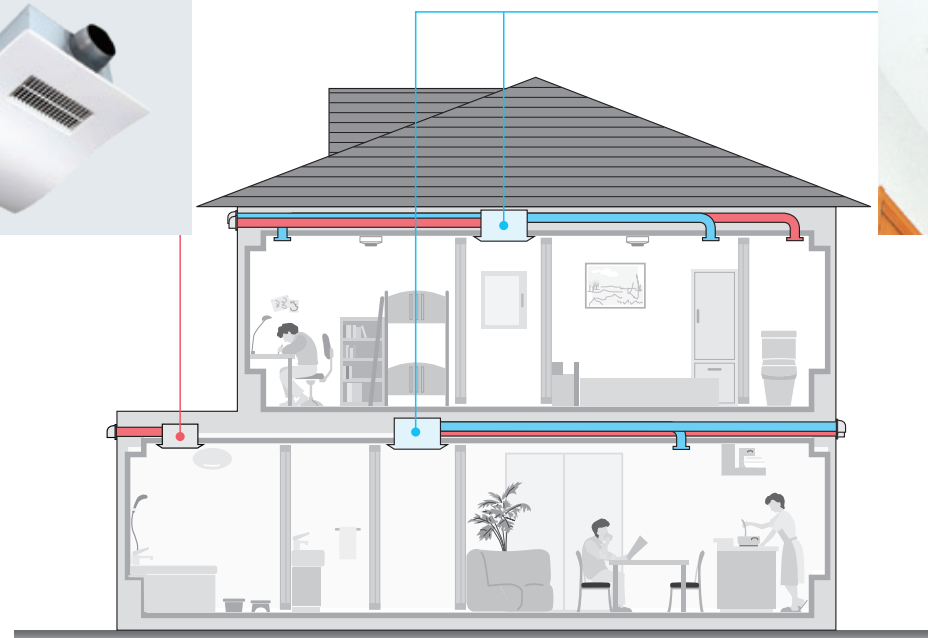
## Providing a comfortable living environment for both newly constructed and renovated houses.

MAX has readied a lineup of products that support better home environments, such as heater-ventilator-dryers for bathrooms that effectively deter heat shock and a 24-hour ventilation system whose installation is mandatory under the Japanese Building Standards Act in principle in order to mitigate the risk of sick building syndrome.

**“DRYFAN,”  
heater-ventilator-dryers  
for bathrooms**



**Total heat exchange  
type 24-hour ventilation  
system**



**Because of its high reliability, total sales have surpassed 8.6 million units.\*<sup>1</sup>**

**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.\*<sup>2</sup>**

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

### DRYFAN has marked 40 years since its initial release

In March 2025, we created a special logo to commemorate the 40th anniversary of the release of DRYFAN. Containing the phrase “Now and forever more,” this logo expresses how DRYFAN will continue to evolve and change alongside our customers.



DRYFAN

since 1985

### Keeping the air in living environments fresh with a total heat exchange type 24-hour ventilation system.

Following an amendment to the Building Standards Act of Japan in 2003, the installation of a 24-hour ventilation system in all buildings became mandatory.

By taking in outside air after using heat exchange to bring it to room temperature, the “total heat exchange type 24-hour ventilation system” by MAX reduces the amount of energy consumed when using the cooler or heater and elevates the level of energy-saving and comfort in living environments.



### We provide various products for the needs of “replacing” equipment when renovating a house. Of course, we have set up an after-care system to respond to the need for replacement work.

With dependable work rendered from the manufacturer itself, from repairs to replacement, our after-care system has been well-received by customers.

MAX has mechanisms and systems in place for providing after-care services, for we give consideration not only to the sale of our products, but also to what will be done afterwards.



\*<sup>1</sup> According to MAX data (as of March 2025)

\*<sup>2</sup> Housing and Construction Materials Market Trend Data Handbook 2024

Bathroom Heater/Dryer Manufacturer Market Share (FY2023 Actual) According to the Research of Fuji Keizai Co., Ltd. (as of June 2024)



## “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 develops products with high added value by adopting new technologies while maintaining safety.

### A lineup of wheelchairs to meet the situation at hand.

From the “FUWARISU” series made specifically lightweight for people who venture out in their car often to the “WAVIT” series whose strong design compatibility with furniture is ideal for people who mainly spend their time at home to the “MODERN” series for which we pursued both user and caregiver usability, We offers a lineup of wheelchairs that can be used in a variety of situations. These wheelchairs are actively used not only by individuals, but also at hospitals and welfare facilities.



FUWARISU



WAVIT



MODERN



## 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 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 test serves to verify whether a wheelchair on an incline will remain stable while the user is riding it. It is performed using a device whose slope angle can be adjusted to assume an uphill, downhill or 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



Limits back strain when reclining

### Modern Rich-style

Equipped with a new “SURARIKU” tilt and reclining mechanism, this product inhibits back sprain even when repeatedly lowering or raising the back support to keep users in a stable sitting position. A member of the <MODERN> series of wheelchairs with tilt and reclining functionality that can be used for long periods of time without making the user tired.



A next generation-standard wheelchair that fits the user simply by being sat into

### WAVITRoo

With this product, We pursued beauty in functionality by incorporating the likes of a curvy frame shape that matches body lines and coloring that stands out whether indoors or outdoors. With a proprietary seating system that allows sitting for long periods without making the user tired, this wheelchair also assists with transfer movements such as standing up in addition to sitting support.

## Enter overseas markets

The Japanese branding couples with the high quality of our wheelchair products has been well received in China and other Asian markets, with use of those products being increasingly introduced there.



## Website of Kawamura Cycle



<https://www.kawamura-cycle.co.jp/english>

## 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 customers' voices

Plan & concept

### Product design capability

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

Product design

### Development support

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

Trial manufacturing

Validation

Productization

### Intellectual property strategy

We utilize the “niche-top strategy” in which our unique products created by

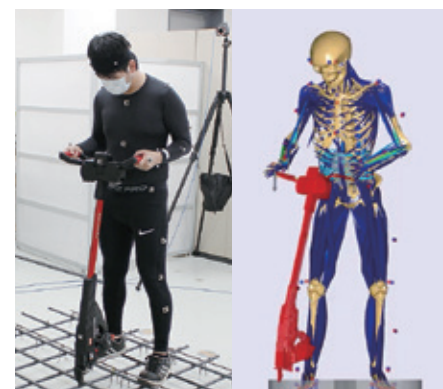
merging core MAX technologies and customer needs are protected by intellectual property rights.



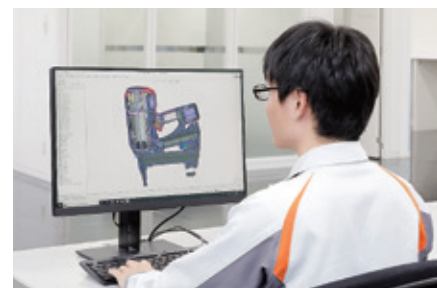
Our planners and mechanical/hardware/software designers visit workplaces around the globe in order to understand the customers' needs and their working environments. They expand their ideas from the perspective unique to engineers, and create new value.



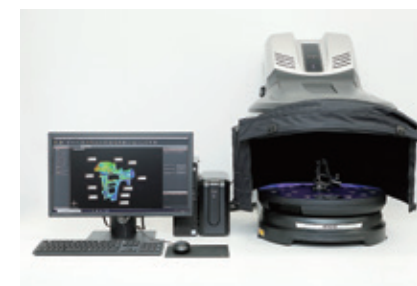
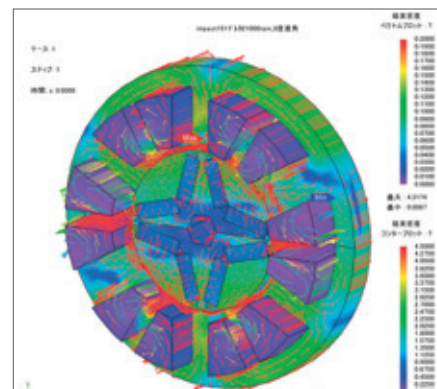
Product development is progressed by a team. Mechanical/hardware/software designers are engaged in development from multiple perspectives, solve tasks and improve product quality.



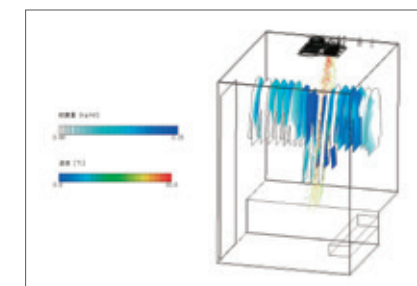
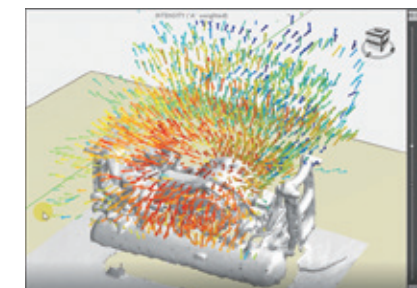
We conduct optimized design by using cutting-edge analysis technologies at the early stage of product development, which give us the flexibility to change certain aspects of the product in different stages. In software development, we consider machine control to be our starting point, and then add necessary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



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



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 that are mainly comprised of in-house developed equipment and require few or no operating personnel, thus achieving high productivity and maintaining a clean operating environment. We produce the main precision parts using the latest processing machines, and control and operate them effectively. We produce our trusted and globally competitive products using 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).

## 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. We pursue variable-type, variable-quantity manufacturing in accordance with diverse market needs. At the factory, we manufacture roughly 200 item types, including nailers, rebar tying tools and gas nailer (gas-powered pin fastening tools). 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.



## 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 based on a familiarity of the nature of those consumables, and develop the consumables in line with the specifications of the 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.



## 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 total heat exchange type 24-hour ventilation systems, disposers and more. 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.

## We have established a sales system and supply chains that promptly respond 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 meet our customers' needs with the quality and speed of our products and services.



### 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, Nishin-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

#### **Rentool Co., Ltd.**

Address: 5-17-19, Nishiki-cho, Tachikawa-shi, Tokyo  
Business details: Operation of Rentool, a tool subscription and rental service

### Sales Bases

#### **U.S.A.** **1** MAX USA CORP.

#### **2** MAX USA CORP. NORTH CAROLINA OFFICE

#### **3** MAX USA CORP. TEXAS OFFICE

#### **4** MAX USA CORP. CALIFORNIA OFFICE

#### **The Netherlands** **5** MAX EUROPE B.V.

#### **6** Lighthouse Europe B.V.

#### **U.K.** **7** Lighthouse(UK)Ltd.

#### **Germany** **8** MAX EUROPE B.V. GERMAN OFFICE

#### **China** **9** MAX (SHANGHAI) CO., LTD.

#### **10** MAX CO.,(H.K.)LTD.

#### **Singapore** **11** MAX ASIA PTE. LTD.

#### **Vietnam** **12** MAX ASIA PTE. LTD. HO CHI MINH OFFICE

#### **India** **13** MAX ASIA PTE. LTD. MUMBAI OFFICE

### Production Bases

#### **Tamamura Factory**

Address: 1848, Kawai, Tamamura-machi, Sawa-gun, Gunma Prefecture  
Products: Nailers, air compressors, rebar tying tools, auto staplers, electronic office equipment, etc.

#### **Kuragano Factory**

Address: 2644, Kuragano-machi, Takasaki-shi, Gunma Prefecture  
Products: Staplers, air compressor tanks, etc.

#### **Fujioka Factory** JIS certified factory

Address: 33-1, Mori, Fujioka-shi, Gunma Prefecture  
Products: Staples, staples for auto staplers, TIE WIRE, etc.

#### **MAX Joban Co., Ltd.** JIS certified factory

Address: 425, Fujigaoka, Sekimoto-cho, Kitaibaraki-shi, Ibaraki Prefecture  
Products: Coil nails, TIE WIRE, etc.

#### **Yoshii Factory**

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

#### **MAX Takasaki Co., Ltd.**

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

#### **China** **14** MAX ELECTRONICS MACHINE (SUZHOU) CO., LTD.

Products: Heater-ventilator-dryers for bathrooms, etc.

#### **15** MAX ELECTRONICS MACHINE CO., (SHENZHEN) LTD.

Products: Auto staplers, electronic office equipment, etc.

#### **Thailand** **16** MAX (THAILAND) CO., LTD.

Products: Staplers, nailers, TAPENER, auto staplers, TIE WIRE, CONI-CLIP, etc.

#### **Malaysia** **17** MAX FASTENERS(M) SDN. BHD.

Products: Staplers, staples, etc.

# 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 Battery-Operated Rebar Tying Tool "TWINTIER"

MAX released the world's first battery-operated rebar tying tool in 1993. Prior to its release, rebar tying work at construction jobsites was conducted using a tool called a hacker, and was performed by hand. Following their release, rebar tying tools by MAX have gone through a series of redesigns that culminated in the development of the twin-wire mechanism, which performs tying using two wires, in 2017. Having realized stronger tying power and shorter tying times, we established the top position in the market by an overwhelming margin. 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.



### Commenced "Rentool" tool subscription and rental service

"Rentool," which is available in subscription or rental form depending on the user's situation, is a service that offers tools for use. By inhibiting the initial introduction cost for tools and, in effect, lowering the barrier for young individuals entering the workforce, the service contributes to solving the social issue posed by the decline in the carpenter population. Moreover, by supplying opportunities to try out a variety of tools, "Rentool" helps young carpenters enhance their skills and assists with their entrenchment. This service is the product of the "1st New Business Creation Project," an internally-held business contest. It was made into a business with the aim of addressing the issues challenges posed by the high turnover rate of young carpenters and shortage of new carpenter apprentices and to "realize a society in which the housing market gains vitality and quality urban development gains in speed."



### Creating comfortable housing environments and reducing the risk of heat shock accidents "DRYFAN," heater-ventilator-dryers for bathrooms

Since its sales started in 1985, more than 8.6 million units (total production volume)<sup>1</sup> have been used by our customers. "DRYFAN" has maintained its No. 1 share<sup>2</sup> 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.



<sup>1</sup> According to MAX data (as of March 2025)

<sup>2</sup> Housing and Construction Materials Market Trend Data Handbook 2024 Bathroom Heater/Dryer Manufacturer Market Electric Heater/Dryer Market for Bathroom Maker Share (FY2023 Actual)  
According to the research of Fuji Keizai Co., Ltd.(as of June 2024)

\* "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

### 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.



### Our activities for contributing to local society

To provide employment support to persons with disabilities, we consign the boxing of staples and bagging of instruction manuals for wheelchairs to such individuals.



### Launching environmentally-friendly products

#### Utilizing biomass materials

We developed the "Biomass Plastic Staple" and "Biomass Clip for CONICLIPPER," both of which contain biomass materials, as dedicated consumables for the "AIR PACKNER" and "CONICLIPPER" bag closing machines. Originally, these consumables contain petroleum-derived plastics. By making them with plant-derived biomass materials, however, we are helping to mitigate the burden on the environment.



Biomass Plastic Staple



Biomass Clip for CONICLIPPER

#### Development of dedicated consumable biodegradable tape and paper tape for the "TAPENER" agricultural tape binding tool

Until now, tape that has already been used could not be broken down naturally, and as such was either incinerated alongside branches, stems and other residue or, on occasion, picked up and gathered together. Tape containing biodegradable resin and paper materials break down when buried in the ground. With these, we found success in resolving the above issues while mitigating the burden on the environment.



### Developing sustainable stationary and other items

We are currently developing "Re:max" as an environmental-ly-friendly, sustainable stationary series that is free of plastics, among other things. Moreover, in June 2024, we released staplers that employ "leather" and "wood" materials in the unit covers after upcycling scrap produced in the process of producing bags and furniture into those materials. We seek to tie joint plans with enterprises providing scrap that serves as materials into environmental consideration through the utilization of that scrap as well as into the reinvigoration of local industry through collaborative efforts with those joint partners.



## MAX by the numbers

Fiscal year ended March, 2025

Foundation date

November 26,  
**1942**

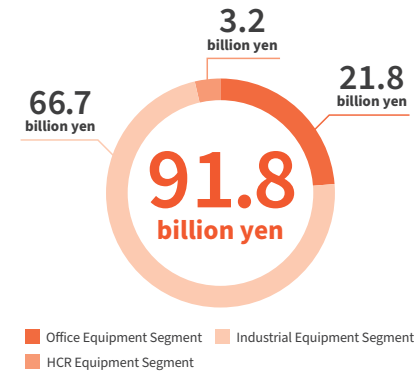


Consolidated number of employees

**2,466**

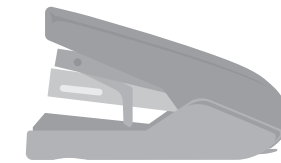


Sales of each business



How many years have passed since the release of Japan's first No. 10 stapler?

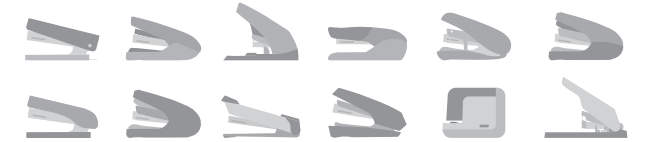
**73 years**



1952 → 2025

Total number of staplers sold

More than **500 million**



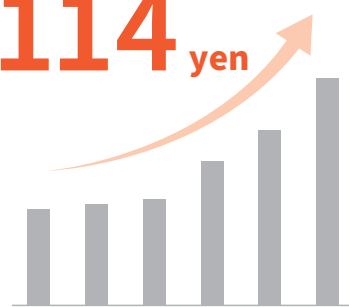
Operating profit

**14.46 billion yen**



Dividend per share

**114 yen**



ROE

**10.9%**



How many years have passed since the release of Japan's first pneumatic nailer?

**63 years**



1962 → 2025

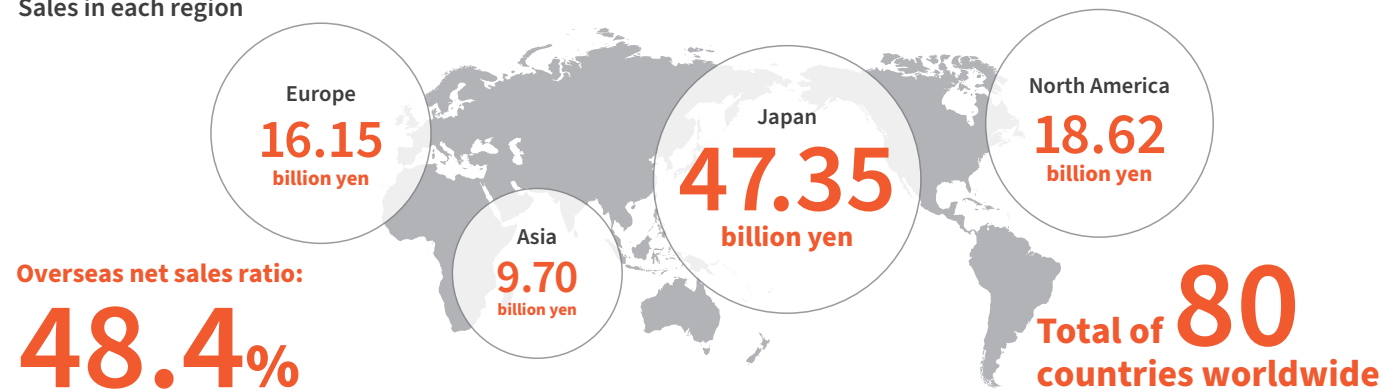
How many years have passed since the release of the world's first battery-operated rebar tying tool?

**32 years**



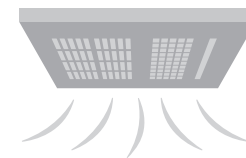
1993 → 2025

Sales in each region



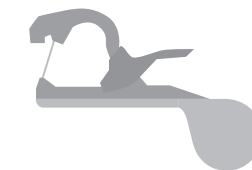
Total number of manufactured heater-ventilator-dryers for bathrooms

**8.6 million**



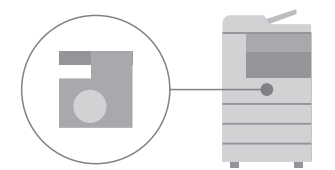
How many years has passed since the release of the world's first TAPENER?

**56 years**  
1969 ↓ 2025



How many years has passed since the release of AUTO STAPLER, a stapler for printer/copier finishers?

**40 years**  
1985 ↓ 2025



## Market share

No. 1 share<sup>\*1</sup>  
in the Japanese market



Staples

No. 1 share<sup>\*2</sup>  
in the global market



AUTO STAPLER,  
a stapler for printer/copier finishers

No. 1 share<sup>\*2</sup>  
in the Japanese market



An air compressor for construction

No. 1 share<sup>\*2</sup>  
in the Japanese market



TAPENER

No. 1 share<sup>\*3</sup>  
in the Japanese market

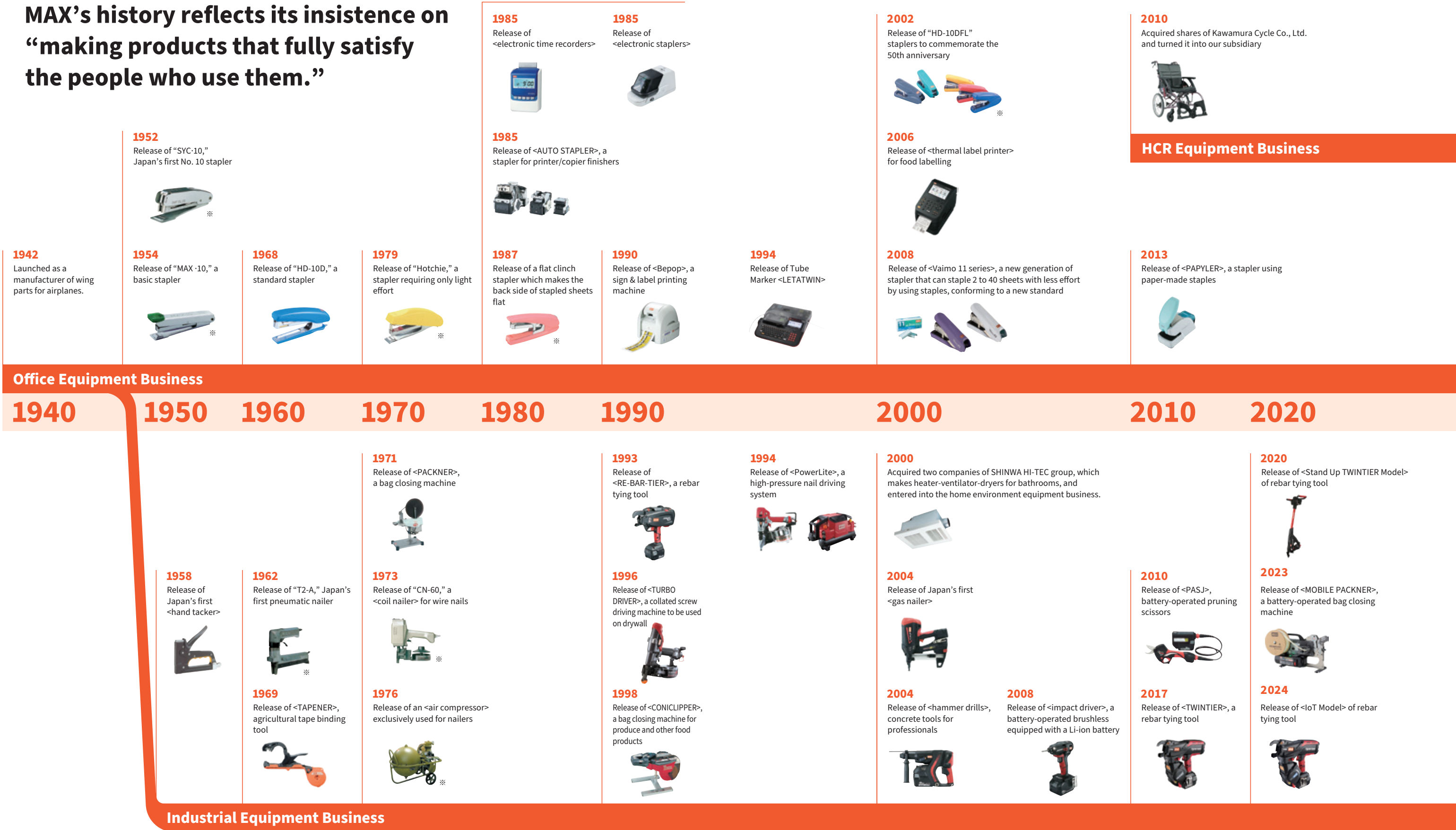


Heater-ventilator-dryers for bathrooms

<sup>\*1</sup> 2024 marketing overview for stationery and office supplies: Share of the domestic stapler market according to research by Yano Research Institute Ltd. <sup>\*2</sup> According to MAX data (as of July 2025)

<sup>\*3</sup> Housing and Construction Materials Market Trend Data Handbook 2024 Bathroom Heater/Dryer Manufacturer Market Share (FY2023 Actual) According to the Research of Fuji Keizai Co., Ltd. (as of June 2024)

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



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). As we entered the 21st century, we made new forays into the concrete tool, home environment equipment and wheelchair businesses. Going forward, MAX will continue to insist on "making products that fully satisfy the people who use them."

Over 150,000 cumulative  
entries submitted

# 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 150,000! We will continue looking forward to your participation!



## Award Result

Award  
result

### 15th MAX's Stories to Be Stapled on Your Heart Grand Prize [ From "I" (Saitama Prefecture/55 years old) ]

Once, when cleaning my daughter's room, I happened to look over at her bookshelf, where there was a solitary picture book. We live in a condo. My wife had told me that the many picture books my daughter had when she was smaller were all passed to a family with a little child. So, I was wondering why there just one of them was left over.

When my daughter came home from elementary school, I asked her why the book was there. She answered, "Because it's the first story I experienced."

Upon hearing, a memory from long ago came back to me. That picture book was the very first one I read out loud to her after she was born. I recalled the days in which she begged me

to read the book, a huge favorite of hers, as I tucked her in to sleep, and I always obliged.

My daughter laughed somewhat shyly, as if she remembered the time too.

Today, that book is cramped together that contain no pictures on her bookshelf. It's been ten years since her first story. My daughter's story, though, is just beginning.

As I couldn't help feeling happy, I read the picture book out loud with my daughter for the first time in a while.

Both of us laughed as we did so, just like the old days.



[https://www.max-ltd.co.jp/about/cocoro\\_story/](https://www.max-ltd.co.jp/about/cocoro_story/)



illustration © Jin KITAMURA

MAX CO., LTD. corporate website  
<https://www.max-ltd.co.jp/en/about/>





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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 Integrated Digital Innovation 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, labelling and signage products, 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, Kuragano Factory and MAX Joban.

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.

