

Materials Magic — What it Means to Us

Materials Magic is More than just a Communication Symbol



Materials Mag!c

From a Customer Standpoint

“Materials” encompass people, products, technologies, designs, ideas and services that solve problems and generate value. At the Hitachi Metals Group, we deliver optimal solutions that embody customer needs.

This is what we call “Materials Magic.”

About Our Manufacturing Philosophy

As a development-driven company distinguished for its advanced technology and development capabilities, the philosophy of Hitachi Metals reflects a single-minded focus on quality. In relentless pursuit of the creation of quality, we will continue to deliver highly functional component materials that contribute to the well-being and prosperity of society.

This, too, is “Materials Magic.”

Each and Every One of Us

Consolidating our wisdom and knowledge, the experience we have amassed over the years and all of the other “Materials” that we possess as an engine for growth, we will forge ahead in the 21st century.

This is yet another facet of “Materials Magic.”



The “Materials Magic” communication symbol is an expression of the overall value of the Hitachi Metals Group.

The red box is the source of the Group’s competitive strength. The yellow sections represent our technology and structure, enhanced by the ideas and actions of each individual. The base of the box is our corporate culture and the building blocks that constitute our DNA. Finally, the legs supporting the box itself are the efforts and abilities of each and every Hitachi Metals Group employee.
