

Business Foundation: Our Sources of Strength

The keys to the Hitachi Metals Group's strengths are its "advanced technologies" and "intelligent human resources." Since our foundation, our widely knowledgeable personnel have maintained a commitment to quality. Rather than keeping pace with and following the competition, we develop a wide range of products brimming with creativity and backed by advanced technologies, to meet the needs of customers all over the world.

Advanced Technologies

In addition to exploiting our knowledge about the characteristics of various materials to pursue extremely high-quality core technologies and enhance quality, we have *monozukuri* skills that enable us to create and mass-produce items that meet customers' needs. We deploy these capabilities to achieve "the mass production of high-quality materials" and support value creation at the Hitachi Metals Group.

By exhaustively targeting "the mass production of high-quality materials" in this way, we have achieved the top market share in our fields of focus.

The mass production of high-quality materials

Core technologies

Technologies and ideas to extract materials' maximum performance

Alloys and design technologies

Manufacturing and processing technologies

Analysis/evaluation technologies

Monozukuri skills

Industry-leading production capacity

Industry-leading cost competitiveness

Top Market Share Achieved

- 1 CVT belt materials
- 2 Ni-based lead frame materials
- 3 Organic EL-related components/materials
- 4 Rolls for steel mills
- 5 Cast iron products
- 6 Razor and blade materials
- 7 SOFLEX™ flexible piping system
- 8 Amorphous alloys Metglas®
- 9 Neodymium magnets NEOMAX®
- 10 Ferrite magnets NMF™
- 11 Cylinders and screws for injection molding machines
- 12 Stainless steel piston ring materials
- 13 Probe cables for ultrasound diagnostic equipment
- 14 Wires and cables for rolling stock