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## Creating One of a Kind Product - Top

Every since our company was established in 1927, we have targeted specialized fields that other companies could not touch. We focused not only on general equipment that is required for mass production, but also on products needed for specialized technology and products with specialized applications. We used this focus as part of our policy to become a top-level company, we have continued to grow until today. When looking back at the history created by the past members of our company, we see a long list of forward-thinking, unique products created in a variety of fields to meet this policy. But how did the previous Sanyo Denki employees create such products? In my opinion, these types of products could be created as the result of every employee, from management to daily staff, recalling those basic feelings from when Sanyo Denki was first established and taking that passion to work every day on research.

At our company, we do not believe that just supervisors in charge of development design will think of new products. Instead, we believe that products are born from the give and take of proposals and opinions between many employees who each see themselves as central figures in the process. From here on, the most important thing is that we detect the direction of changes in the world from a far off, overlooking viewpoint and continue to use hard work and enthusiasm to discover what we must do in the future. Then, in order to move in that new direction, it is important that we work with new ideas

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## Level Products Born from Enthusiasm -

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without letting old ways of thinking tie us down. A wide variety of technological brainstorming must take place in order to transform products from new ideas into a reality. Needless to say, in order to create new products with the target capabilities, the design and production abilities must also be at top levels. In addition, the first impressions from users of a product must be rapidly absorbed and used to polish the final product. All of these steps must be performed with passion in order to create a unique product. The Sanyo Denki employees who came before us realized this. We must follow through with the same passion.

An experienced staff member once guided me with the following words: “Learn, remember, imitate, throw away.” What he meant was that you must do the following: First, learn from an experienced person with top-level technical knowledge. Then, remember the knowledge and imitate the learned methods until you are at the same level. And finally, once you have reached that same level, throw away what you have learned. The final step of “throwing away” refers to the act of not simply working with the technology passed down from more experienced people, but instead venturing into areas that exceed the dimensions of that technology. The people who guided us exceeded the levels set by the ones who came before them. In the same way, we must have the passion to exceed those who came before us. If we work with top-level passion, certainly we can produce truly unique products.