
Groundbreaking Ideas and Development Enhancement for 20% Faster Development

Koichi Uchibori Operating Officer

The year 2020 will be remembered as the year in which COVID-19 swept across the world, leaving no one unaffected by it.

In the Philippines, our group company, SANYO DENKI PHILIPPINES, INC. (hereinafter, “SDP”) was ordered by the government to suspend its operations for about two months to prevent the spread of the infection. I was in the Philippines at the time and stayed there until production was restored. It was a challenging time that required us to perform measures through trial and error to satisfy the government’s COVID-19 regulations and conditions.

Furthermore, our cooling fans and stepping motors were being used in medical equipment for treating patients with COVID-19. These equipment included ventilators and devices for pulmonary function testing, diagnostic blood testing, and therapeutic research. Since the timely supply of these products could help save lives, our first priority was to restart production once business operations resumed.

This experience made me further realize why high-quality, high-performance, and high-reliability products, such as ours, are being widely used in the field for medical equipment. Our mission is to continue to contribute to society by supplying the world with the various types of products it needs.

Our 8th Mid-term Management Plan started in April 2016 and ended in March 2021. It aimed to “continue to develop world-leading products in terms of quality, performance, and reliability.” Over the past five years, our Cooling Systems Division, Power Systems Division, and Servo Systems Division released a total of 70 new products.

The Cooling Systems Division released 31 new products.

In particular, the division developed high airflow and high static pressure fans that achieve the industry’s top* cooling performance. These fans were developed to enhance cooling capability in high-performance equipment with high component integration, such as servers, storage devices, and ICT equipment.

In addition to developing products for cooling applications, the division used customer feedback to develop a PWM controller that can regulate the rotational speed of fans externally and the industry’s first* airflow tester that can easily measure system impedance and operating airflow when selecting

cooling fans. In the future, the division plans to increase the number of products optimized for airflow.

The Power Systems Division released 22 new products.

In addition to developing compact and maintenance-free UPSs that use lithium-ion batteries to achieve long-term backup in various operating temperature ranges, the division has been developing power conditioners for power generation systems that use renewable energies such as photovoltaic power, wind power, and small- and medium-scale hydroelectric power sources.

The Servo Systems Division released 17 new products.

The division has been increasing the number of IoT-ready products. These include servo amplifiers that come with monitoring features for predicting equipment failure based on the operating status of amplifiers and motors, as well as products that can use smartphones and tablets to wirelessly monitor the status of robot and conveyor controllers.

Moving forward, we plan to continue developing products that contribute to customer productivity.

Our 9th Mid-term Management Plan started in April 2021 based on the concept of “breaking new ground.” One of the key policies of the plan is to “develop products that make new dreams come true.”

We aim to develop groundbreaking products and create new value by combining our cultivated technologies with new technologies, while pursuing increased development speeds of up to 20%.

To help achieve this goal, we opened a new building at our Technology Center in May 2021.

As a result, the center has laboratory space that is nearly twice the size of the previous one and provides a work environment that greatly facilitates design and development. By combining this center with our SDP Technology Center, which we opened in March 2019, we plan to accelerate global product development by breaking new ground and enhancing our development capabilities so that we can strengthen our brand name throughout the world.

* Based on our own research as of May 15, 2021.