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FA Businesses to Introduce Third-Party Brands This Autumn

Enhancing customer convenience with an expanded product lineup

The MISUMI Group's FA Business will introduce third-party brands to expand its product lineup.

Following a pilot phase that began with select customers in April 2010, we will gradually expand target customers by autumn 2010.

Since our company was founded nearly 50 years ago, we have sold MISUMI brand products. By introducing third-party brands to our lineup, we can enhance customer convenience of design and purchasing.

Description

The MISUMI Group issues catalogs featuring more than a million standardized precision mechanical components. By providing a service that allows our customers to order just one unit of any given product, which then ships within a standard three days, MISUMI has contributed to shorter lead times required to design, fabricate and order components. We have sought to shrink customer order time even more by introducing web catalogs and online ordering systems in all overseas subsidiaries by May 2009 and enhanced convenience by providing CAD data download services.

By launching third-party brand products over a foundation supported by MISUMI's business model, we offer our customers the simplicity of placing one order online based on a selection of a vast array of components. Moreover, our customers can continue to rely on MISUMI's ability to rapidly provide an estimate of delivery and cost as well as a high on-time delivery rate.

Meanwhile, participating third-party brands stand to benefit from an opportunity to reach new customers leveraging the customer and service base of the MISUMI Group.

Future Possibilities

As we endeavor to expand our FA Businesses product lineup, we plan similar expansions to product lineups in mechanical and industrial fields outside of FA. We seek to leverage an expansive product lineup and MISUMI service to contribute to shorten lead times and drive down costs for our customers.