

Monozukuri quality in food service equipment that is a cool cut above the rest

Boasting the leading market share for ice shavers, Chubu Corporation boasts an extensive range of Japanese-quality equipment used by hotels, restaurants, fast-food chains, convenience stores and caterers around the world.



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Yoshinori Mitsubayashi,
President, Chubu Corporation

Japanese companies have long distinguished themselves from the competition through a dedication to the *monozukuri* manufacturing craftsmanship philosophy, which focuses on pride, skill, dedication, high-quality production and



Today, the company's Japanese-quality food service equipment is used by hotels, restaurants, fast-food chains, convenience stores and caterers around the world, for whom Chubu's solutions remain a cut above the competition thanks to the company's dedication to *monozukuri*.

"We are always working hard to improve our products with the aim of making small improvements and functional improvements. We do not compete at low cost and with low quality," Mr. Mitsubayashi explains, emphasizing that Chubu's successful product development has been the

an opportunity to use its cast iron products to develop ice shaver machines, pioneering the world's first ice shaver machines that could handle small ice cubes. Later, the company utilized its cast iron technology in the same way to develop metal construction materials such as manhole covers, traps, roof drains, stainless-steel gratings and floor hatches, which it continues to supply to clients in Japan and across the world.

"Looking back at our history, in the past all we could find in the market was ice shaver machines

commercial ice shaver machines, with its food service equipment portfolio expanding to cover ice crushers, vegetable cutters, smoothie makers, table-top barbecue roasters, bamkuchen ovens, rice cookers and cast-iron pans.

In the Construction Material division, Chubu continues to develop new products finely attuned to the demands of clients, especially Japan's "five general super construction companies". "We listen to the actual needs of their design and development divisions and procurement divisions and also work with them to promote commercialization," says Mr. Mitsubayashi, adding that Chubu aims to join the Woven City project, a project led by Toyota and NTT based on the smart city concept, by supplying its high-performing construction materials.

At the same time, Chubu will continue to leverage its R&D capabilities to introduce new innovations for the food service industry of tomorrow, bringing its highly reputed food service equipment to a broader base of global customers.



the constant pursuit of innovation and perfection.

The *monozukuri* philosophy is also very much grounded in acutely responding to customer and market needs. And in the case of Chubu Corporation, the company's president, Yoshinori Mitsubayashi, says that that has involved making "small changes" and "minor adjustments" based on customer demands over the past 80 years, which has allowed Chubu to become a leader in the construction materials and food service industry.

result of an "accumulation of minor changes to meet the market needs and this is one of the main methods of our R&D strategy."

"We have our Food Service Equipment division and the Construction Material division, and we are a company that pursues new developments based upon the requirements of clients," he adds. "We believe that customer needs are very important for *monozukuri*."

Chubu was established in 1942 as an iron works foundry. Leveraging on its expertise in iron technology, Chubu spotted

which could shave big blocks of ice only," recalls Mr. Mitsubayashi.

"However, we realized that Hoshizaki, a Japanese company which is famous for ice-making machines, had introduced the new type of ice-making machines which could be installed in restaurants so the owners could easily make small ice cubes at each shop. As a result, we became the first manufacturer who developed ice shaver machines which could shave the small ice cubes."

Since then the company has become the market leader in

"We are confident that we can make further positive contributions to the ever-changing food preparation business market," concludes Mr. Mitsubayashi. "We hope that more and more people worldwide will discover our products and enjoy the services we offer. Chubu is dedicated to the advancement of food preparation technology and we are committed to making it available via our highly professional international sales and service network."

CHUBU CORPORATION

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