

# KOIZUMI

KOIZUMI SANGYO CORP.

<https://www.koizumi.co.jp/>

# COMPANY PROFILE 2023

## KOIZUMI SANGYO GROUP



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# KOIZUMI

# KOIZUMI SPIRITS

Since its foundation in 1716, Koizumi Sangyo Group has always rapidly responded to the needs of people to bring to life products and realize our values. We have always aimed to maintain a customer-first, market-based, and forward-thinking approach. At the root of this is our determination to always place great importance on delivering products, services, and solutions from people to people. How was the “Koizumi Spirit” created and developed over the centuries? Let’s find out through the history of our company.

## SPIRITS 01

### Work philosophy

# Sanpo Yoshi

(A Good Deal for Everyone)

The idea of “Sanpo Yoshi” (A Good Deal for Everyone: The philosophy of Omi merchants who believed business is good only when it benefits the seller, buyer, and society) is once again drawing attention around the world, this time in relation to SDGs. Since our foundation, we have passed down this idea while adapting to the times, and given back to customers by providing value. At employee training events, we emphasize the importance of pursuing things that are in everyone’s best interests, and this has become our work philosophy.

## SPIRITS 02

### An enterprising spirit

# “We have a different idea”

Our enterprising spirit of boldly taking on new challenges without being restrained by conventional wisdom is a true reflection of our brand statement “We have a different idea.” Even when entering a new market or developing products and services, we have always sought to bring our customers new value one step ahead of the times.

## SPIRITS 03

### Responding to the needs of the times

# Be unique and special

Since before WWII, we have believed that being unique and special is the key to survival in rapidly changing times and that it is also a valuable asset that allows us to pave the way toward the future. This belief is also linked to our current brand statement “We have a different idea.” At the root of this lies the idea of being aware of the latest trends and customers’ needs.

## SPIRITS 04

# Business ethics and employee education by developing a good personality

“Developing a good personality” represents the concept of the Omi merchants’ traditional education, which at the time was passed down to employees’ children, and is now our corporate motto. It sits at the core of our business ethics and employee education. Even now, we enthusiastically engage in educational activities at many different levels through channels such as Koizumi Academy.

## SPIRITS 05

# Always for customers Tenacity, proactivity, passion, ideas, and sensitivity

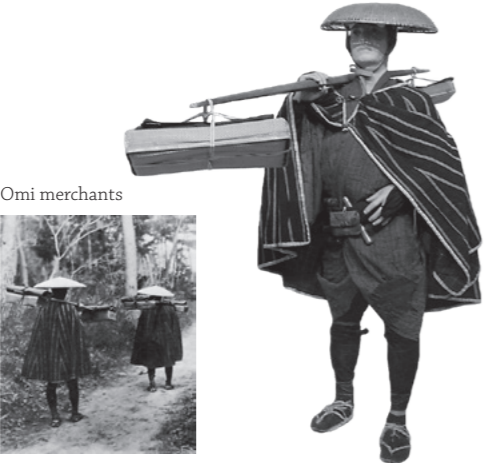
Over its 300-year history, our group has experienced wars, recessions, external regulation, sudden loss of leaders, market changes, and many other difficulties. It wouldn’t be an overstatement to say that the characteristics of our employees—passion, tenacity, proactivity, and patience—were a major factor in overcoming these challenges, and that these experiences are what have precipitated the ideas and sensitivity that deliver value to our customers. While people have come and gone, the form has changed, and the generations have passed, this Koizumi Spirit lives on today, and that is why customers trust us.

# It all starts with people. The philosophy behind Koizumi's management

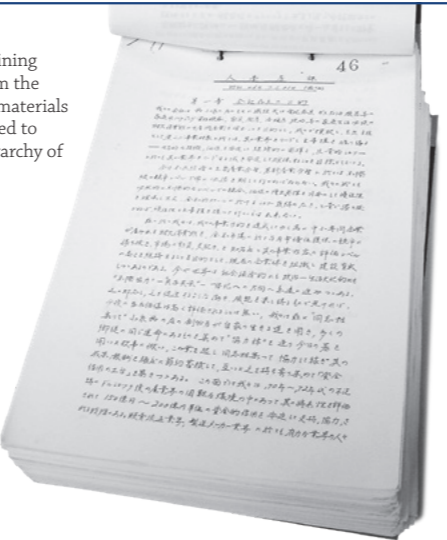
## Based on the principle of Sanpo Yoshi, we aim to develop good personalities

Even today, many companies still use the Omi merchants' Sanpo Yoshi (A Good Deal for Everyone) as a model for good management. The Koizumi Sangyo Group, whose roots date back to the Omi merchants, has been operating for over 300 years, during which it has fostered a corporate culture based on its unique management philosophy while carefully passing on the spirit of Sanpo Yoshi. The three triangles in the company logo represent our gratitude to our customers, business partners, and predecessors. In addition, we believe that the source of our company's sustainable development is its people. This is reflected in our motto of "Developing a good personality," and we continue to thoroughly educate our employees to pass down this idea.

- 1716 Founded by Tahei Koizumi, an Omi merchant
- 1871 Opening of Tachikiya Morinosuke Shoten in Osaka; The first year as a modern enterprise
- 1904 Adoption of corporate logo and corporate philosophy of "developing a good personality"



The Koizumi Sangyo Group, which has over 300 years of history, follows a philosophy of people-oriented management. Here, we will examine the history of Koizumi, which has been created and refined by people.



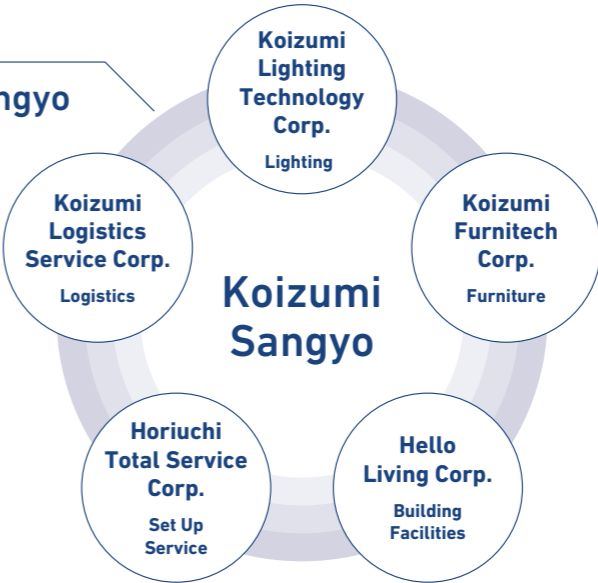
New employee training at Saikyoji Temple

## Flexibly evolving as an organization that can lead the market by responding to changes in society and customer needs

Based on a market-orientated mindset of quickly identifying changes in society and ascertaining the needs of customers, the Koizumi Sangyo Group continues to develop its businesses with the mission of providing value through unique and special goods that no other company can match.

To fulfill this mission, we are constantly seeking the optimal business structure and organization. We aim to contribute to our customers and society through a flexible management system that is in line with the times. At present, based on the concept of "shifting from goods to services," we have established a system that enables us to provide added value to our customers through the synergistic effect of the Group's collective strength.

The Koizumi Sangyo Group strives to realize synergy



## Brand promotion to fulfill our responsibilities and build trust

### KOIZUMI

For the Koizumi Sangyo Group, the brand is a symbol of our responsibility and commitment to society and our customers, as well as a symbol of the motivation that unites us and leads to corporate growth.

The current brand logo, which was created by management and employees together, is filled with our passion and expresses the significance of the Koizumi brand purpose. Moving forward, we will continue taking pride in the Koizumi brand and providing value to society.

- 1943 Establishment of Goko Seiki Kogyo, which processed and sold aircraft gauges (this business was converted from textiles under wartime controls)
- 1946 Rebranding of Goko Seiki Kogyo as Koizumi Sangyo Corp. (began manufacturing and wholesaling of electrical products—the first step into the lighting business)
- 1957 Full-scale entry into the lighting market
- 1967 Full-scale entry into the furniture market
- 1981 Establishment of Hello Living Corp.
- 1985 Established the three-division system for lighting, interior design, and trading
- 1989 Separation of trading division and establishment of Koizumi Seiki Corp. (aiming to become a brand manufacturer by separating from the wholesale business)
- 1999 Establishment of Koizumi Logistics Service Corp.
- 2006 Demerging of the lighting and furniture businesses, with Koizumi Sangyo Co., Ltd. becoming a pure holding company (aiming to increase business independence)
- 2013 Horiuchi Total Service Corp. joins the Koizumi Sangyo Group



The third president Jusuken Koizumi, who advocated the idea of unique and special products

- 1980 On our company's 110th anniversary, a take-off competition was held as an inner branding activity to promote awareness
- 1981 Launch of New Born Activity, aimed at changing employees' mindsets and making structural reforms
- 1986 Introduction of new corporate identity. Created the KOIZUMI symbol. Company image and philosophy reviewed for total optimization
- 2015 Koizumi brand revamped. Clarified the brand identity and created a new logo and statement. Established dedicated department for brand promotion

# Continuously improving our products and services to contribute to customers and society

1947

## A desk lamp, the origin of Koizumi's lighting fixtures

Two years after the end of World War II, we anticipated electronic products becoming popular in Japanese homes and developed several home appliances, one of which was a desk lamp. Later, it sparked the development of many other products, such as flexible arm lamps, cut glass lamps, Japanese style lamps, and fluorescent lamps.



1966

## Keisetsu, the industry's first study desk with a fluorescent lamp

As a result of the rapid economic growth, people came to live more affluent lives. This caused them to spend more money not only on goods, but also on the education of their children. Taking this into account, we launched the industry's first study desk with a fluorescent lamp, making use of our lighting technology.



1967

## The industry's first attempt at a lighting showroom

In the 1960s and 1970s, the number of our partners selling lighting fixtures increased rapidly. We decided to open a showroom as a place to propose ways of selling them, which up until that point had not been clear. We provided a place to view products, along with some tips relating to store layout, among other suggestions.



## Bansan cooking table with inbuilt gas stove

While houses were becoming more westernized and the demand for dining tables was rising, we started to notice an increasing number of people complaining that preparing a gas stove for hot pot cooking was too much effort. This newly-developed cooking table with an inbuilt gas stove met customer needs and was incredibly popular.



1973

## The Lighting Academy, which divulged lighting design techniques

Lighting consists of the fixture itself and the atmosphere created by the light. With the goal of developing lighting culture, the academy taught professionals lighting design techniques that could make a big difference to the atmosphere.



1976

## LCR, a team of lighting experts

Very early on, we established the LCR (Lighting Creative Room), a team specializing in lighting design based on the idea that lighting is incredibly important for atmospheric purposes. This team went on to make numerous proposals for advanced spaces like shopping complexes.



1977

## Adopting rubberwood to tackle resource exhaustion and reduce costs

Rubberwood was originally regarded as waste, but considering its hardness, feel, and rapid growth, we decided to adopt the material. Because it grows so fast, it is reasonably priced and a stable supply can be ensured, which solves many problems at once.



1978

## "6 + 3 + 3 makes 12 years" study desk with removable shelves that can be used up to high school

The shelves of conventional study desks were fixed and unremovable, so we developed a new one where the shelves were removable, enabling junior and senior high school students to use it as a simple desk. Thanks to the slogan "6 + 3 + 3 makes 12 years" referring to six years of elementary school, three years of junior high school, and three years of high school, it became hugely popular.



1982

## Lighting Savoir, the mobile lighting showroom

In response to requests to make it possible to choose products by viewing real samples, we ordered a custom-made showroom built into a trailer. With the slogan "a nationwide showroom," we held mobile exhibitions for customers throughout Japan.



1987

## Koizumi International Lighting Design Competition for Students

In order to develop young people with talent and make lighting culture more popular, we established a unique lighting design competition for students around the world. We have held it 25 times so far, and there have been a total of 33,000 applicants from 42 countries.



1988

## Inverter lighting fixtures, groundbreaking energy-efficient lighting

The inverter circuit, noted for its high efficiency, low noise, and ability to turn on immediately, was developed following an energy saving trend. As one of the first specialized manufacturers working on its commercialization, we provided a large variety of products to meet our customers' demands.



1990

## The Inverter Desk, a new standard for study desks

Not only were we one of the first companies in the lighting industry to engage in development of inverter fixtures, but we also led the way by incorporating inverter lights that are easy on the eyes into study desks, creating a new standard for them.



## Koizumi Lighting Theater IZM, a hands-on showroom

IZM introduced the concept of "a hands-on experience" to showrooms, completely differing from conventional ideas based on fixture coordination. The facility, which was equipped with a variety of simulation equipment, breathed new life into the industry.



1991

## Establishment of Development & Engineering Center as a technology base for a specialized manufacturer

The Development & Engineering Center was established with the goal of carrying out unique R&D on lighting technologies. One section was dedicated to researching basic and applied technologies needed for product development, while others handled everything from design to commercialization.



1997

## Providing information via our website

In the early days of the Internet, when it had only spread to about 10% of the population, we were one of the first in the industry to set up a website. With the aim of improving customer satisfaction and ensuring management transparency, we steadily provided a range of information about our products, recruitment, and management via the website.



1999

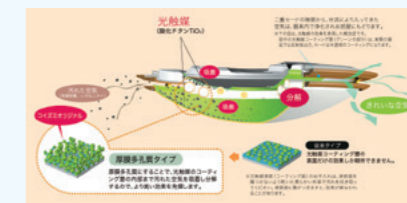
## Healthy Desks Declaration promising safe and reliable kids' furniture for studying

The Healthy Desks Declaration was put into place based on the idea that safety and reliability are essential to children's furniture for studying. For a variety of health, safety, and environmental concerns, we made sure to avoid using formaldehyde and dioxin.



## Photocatalyst lighting that cleans the air

By combining certain features of photocatalysts and ultraviolet rays, we invented a lighting fixture that could keep a room's air clean. This product drew a lot of attention soon after its launch as sick building syndrome had become a social issue.



2001

2002

Acquired ISO 9001 certification

Acquired ISO 14001 certification

## ISO 9001 and ISO 14001 certifications in the lighting business

We acquired international standards certifications ISO 9001 for Quality Management Systems in 2001 and ISO 14001 for Environmental Management Systems in 2002, and worked on strengthening the organization's quality assurance system and environmental management functions.

2006

### Step-up Desk, a new style of study desk

We decided to take a different approach to study furniture and came up with the idea of a “desk with a bookshelf,” in contrast to the conventional “desk with an upper shelf.” The bookshelf can either be affixed to or separated from the desk, depending on the child’s needs. Many other companies adopted this style the following year.



2011

### Donations of study desks to orphanages

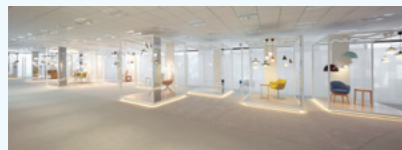
We donated our study desks to children in orphanages. We also sent staff along to help the children assemble them. This moral and material support was appreciated by the institutions.



2013

### KL0S, a proposal-based LED lighting studio

We opened Koizumi Lighting Operation Studio as a space for future innovation, aiming to solve problems through interactive communication with customers, including proposals for LED lighting optimization and introduction of the latest technologies. It is possible to demonstrate how lighting is used by changing the atmosphere in each room.



2014

### Launch of products compatible with DALI, global technical standards for lighting control

DALI is currently spreading to large institutions and offices as a technology that can control lighting to realize pleasant spaces. Koizumi Lighting Technology began the development and sales of DALI-compatible products some time before other companies.



2017

### Construction of Koizumi Lighting Technology R&D Center, a base for lighting culture creation

Based on the concept of “a forest of lights,” this R&D Center is also a hands-on showroom that focuses on LED lighting. The innovative office, which was equipped with the latest in lighting, was eco-friendly and accommodated different work styles, winning praise from our customers.

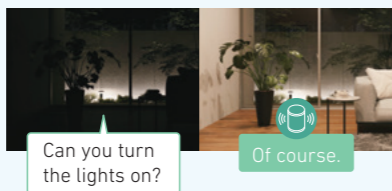


2018

### Development of the TRee lighting control system



We developed TRee, a system that controls lighting for IoT-based smart homes. By linking it to a smart speaker, the user can change the settings or adjust the color and brightness through voice commands.



2020

### The first manufacturer specializing in lighting to provide BIM data

BIM (Building Information Modeling) is a new system for designing, building, and managing construction and has been implemented in large-scale projects. In order to contribute to improving designers’ and contractors’ productivity, we started providing BIM data, becoming the first manufacturer specializing in lighting to do so.



2022

### Pre-kids business launched

To meet diversifying needs for learning, we established the pre-kids business, which supports children’s physical, intellectual, and emotional growth. By utilizing the know-how accumulated in the study furniture business, we launched three new product series for infants and preschoolers.



Moving forward, we will continue creating products and services based on different ideas.

## Koizumi Sangyo Group’s Businesses

# Using our group’s strength to meet a wide range of space creation needs

Koizumi Logistics Service Corp.

### Providing high-quality logistics services to a wide range of customers

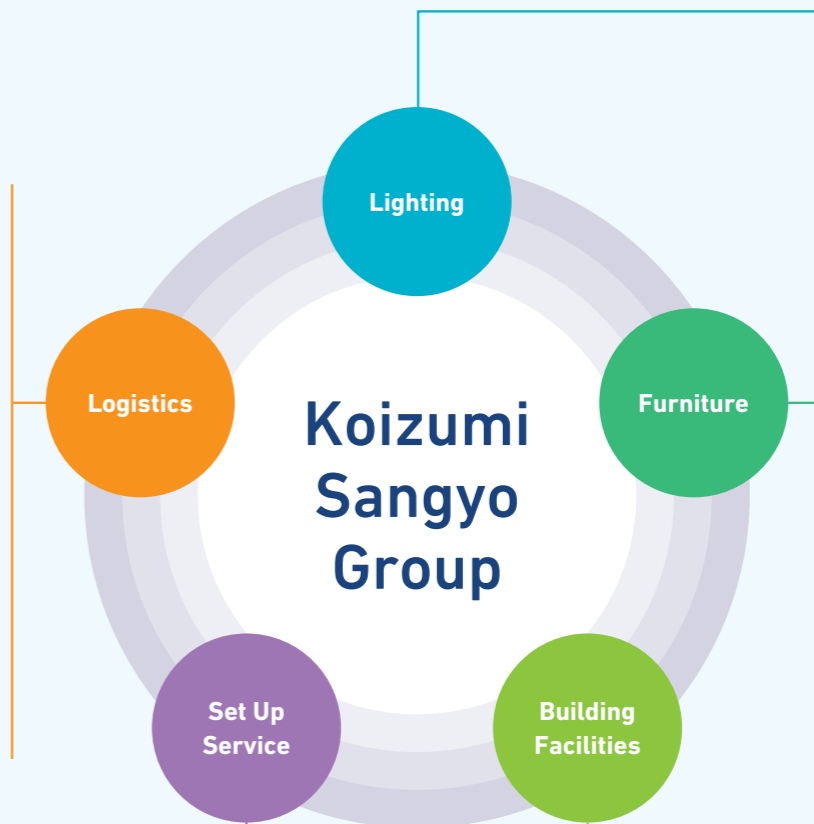
We provide logistics services to a wide range of customers both within and outside the Koizumi Sangyo Group. Each and every one of our employees is committed to building trusting relationships with customers through the provision of high-quality services as logistics professionals.



Horiuchi Total Service Corp.

### A set up business aimed at a variety of public facilities

We provide a set up business for appliances and furniture aimed at a variety of public facilities such as hotels and offices. While developing the human resources that form the foundation of our business, we will also focus on expanding the types of businesses and products we handle in order to achieve business growth.



Koizumi Lighting Technology Corp.

### Creation of a smart lighting environment that makes use of the very latest technology

We provide lighting solutions for residences, stores, and public facilities, ranging from planning and development to design for various spaces. While answering our customers’ requests, we make use of the very latest technology to create a smart lighting environment.



Koizumi Furnitech Corp.

### Supporting future of life, growth, and the environment through furniture

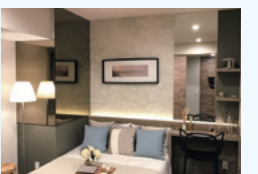
We have been making study furniture for over 50 years. Going forward, we will develop three businesses: a desk furniture business for children and other age groups, a pre-kids business for infants and preschoolers, and a mattress business in pursuit of the ideal sleeping environment.



Hello Living Corp.

### One-stop support for creating comfortable spaces, from product procurement to proposal and construction

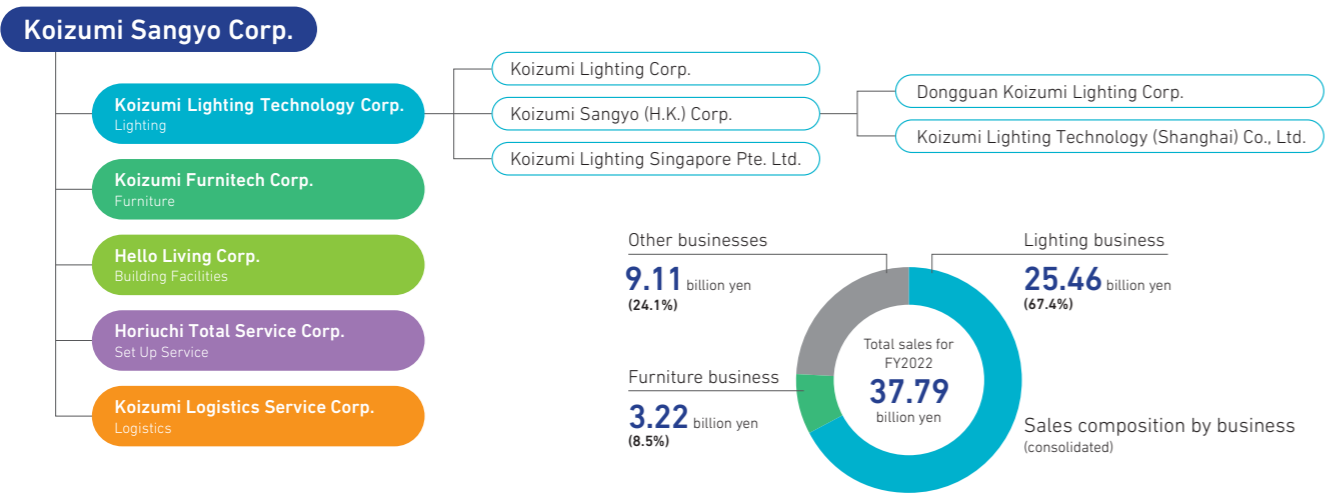
In the residential, retail, and facility markets, we deliver comfort to our customers’ lives through the procurement, proposal, sales, and installation of various interior elements.



From homes to workplaces.  
The Koizumi Sangyo Group’s mission is to understand what kind of spaces our customers truly desire and to use our collective strength to create them. Koizumi’s technology and products are at the heart of many places related to home life and work.

Group Overview

Group Structure



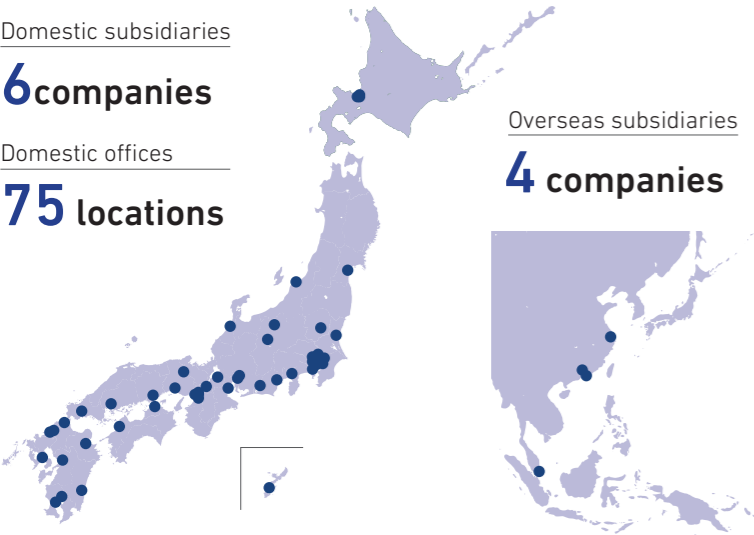
Domestic Network and Overseas Network

Domestic subsidiaries

6companies

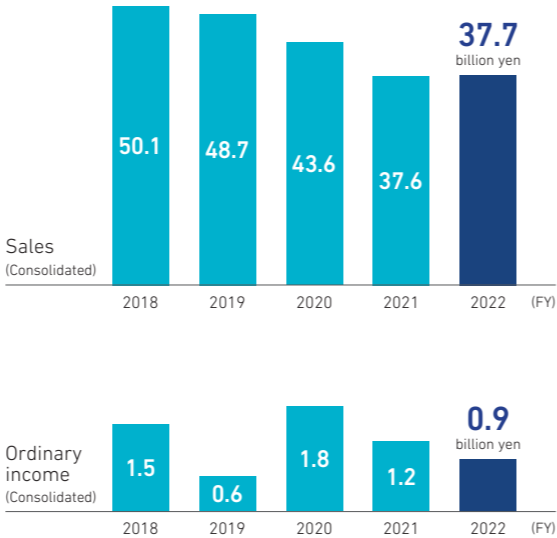
Domestic offices

75 locations



Overseas subsidiaries

4 companies



Group Philosophy

Corporate Motto	Developing a good personality
Group Management Philosophy	Creating new values through new viewpoints and unique ideas, as well as dreams and excitement for people and society
Group Principles of Conduct	<ul style="list-style-type: none"><li>Attack new challenges passionately and achieve all goals without fail</li><li>Engage in free and lively communication, and move forward with our colleagues brightly and energetically</li><li>Learn from each other and become more resourceful</li><li>Solve customers' issues based on the real sites, actual products, and true phenomenon</li><li>Aim to build trust and credibility with the idea of "Sanpo Yoshi" (A Good Deal for Everyone)</li><li>Comply with societal rules and contribute to the region, society, and the global environment</li></ul>
Group Vision	We aim to become a "value-creating professional group," providing good and comfortable lives and being loved by people

Group Information

KOIZUMI SANGYO CORP.

Headquarters	3-3-7 Bingomachi, Chuo-ku, Osaka 541-0051
Representatives	Koji Gondo, Chairman Hiroyasu Yamoto, President
Founded	1716 (Kyoho 1)
Established	June 25, 1943
Capital	1,575 million yen
Employees (As of April 2023)	Group total: 1,445 As an individual company: 61
Corporate categorization	Holding company
Subsidiaries	10

Company	Headquarters	Representative	Employees	Business areas
Koizumi Lighting Technology Corp.	3-3-7 Bingomachi, Chuo-ku, Osaka 541-0051	President Susumu Sakuma	624	Planning, developing, manufacturing, and sales of lighting fixtures
Koizumi Lighting Corp.	1289-2 Otsuka-cho, Higashi-Omi City, Shiga 529-1512	President Masabumi Uno	181	Development and manufacturing of lighting fixtures
Koizumi Sangyo (H.K.) Corp.	Units A-B, 26th Floor, 8 Hart Avenue, Tsimshatsui, Kowloon, Hong Kong	President Takeshi Sugimoto	15	Planning and sales of lighting fixtures, other
Dongguan Koizumi Lighting Corp.	No.12,information & Industry Garden, Xihu District, Shilong Town, Dongguan City, Guangdong Province, P.R.China	President Takeshi Sugimoto	156	Development, design and manufacturing of lighting fixtures
Koizumi Lighting Technology (Shanghai) Co., Ltd.	2F 212, Apt. B, No. 228 Wending Road., Xuhui District, Shanghai 200030 P.R.C	President Kohei Uemura	52	Planning and sales of lighting fixtures, lighting design, after-sales maintenance
Koizumi Lighting Singapore Pte. Ltd.	41 Ubi Crescent Singapore 408588	Director (CEO) Dave Wee	36	Manufacturing and sales of lighting fixtures, lighting design
Koizumi Furnitech Corp.	3-3-7 Bingomachi, Chuo-ku, Osaka 541-0051	President Toshihiro Wakabayashi	49	Planning, development, manufacturing, and sales of study, pre-kids furniture, and bedding
Hello Living Corp.	Aika Bldg. 8F, 1-13-27 Minamisemba, Chuo-ku, Osaka 542-0081	President Masato Uehara	46	Installation and sale of home decor materials and building facilities for homes, shops and public spaces
Horiuchi Total Service Corp.	B.M. Kabuto-cho Bldg 3F, 11-7, Nihonbashi Kabuto-cho, Chuo-ku, Tokyo 103-0026	President Hiroaki Kumano	162	Delivery and installation of furniture and equipment for hotels, offices, and commercial facilities
Koizumi Logistics Service Corp.	3-3-7 Bingomachi, Chuo-ku, Osaka 541-0051	President Yasushi Hatta	63	Transportation, delivery, storage, and handling of products for group companies and clients