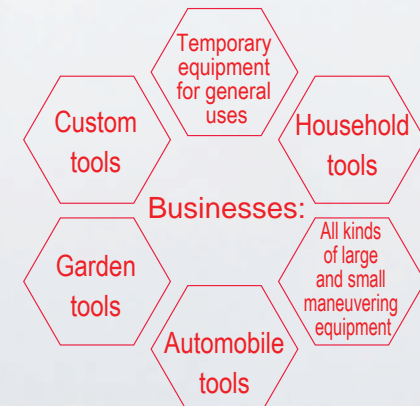


Step to the Future

As an important base for users to set foot on, ladders, step stools as well as platforms play an important role in many areas. Hasegawa products are indispensable for all sorts of workplaces where safe and reliable tools are required. With the safety and satisfaction of users at the top priority, Hasegawa is committed with every effort to producing sturdy and safe products. With reliable technology and quality, Hasegawa is widely acclaimed by professionals. This also sets root for Hasegawa' s dedication and sense of pride since its establishment in 1956. In order to meet needs of all users who set foot on steps, Hasegawa will take unremitting efforts to meet all challenges.



Mission

Innovative, honest, passionate

Business philosophy

To provide high quality and value-added safety tools and equipment to customers based on the principle of innovation, honesty and passion in order to achieve mutual benefits and contribute to the society. To improve efficiency to satisfy all staff's material and spiritual desires.



As a manufacturer of premium products, Hasegawa is committed to unparalleled value.

Step to the Future

01 Safety

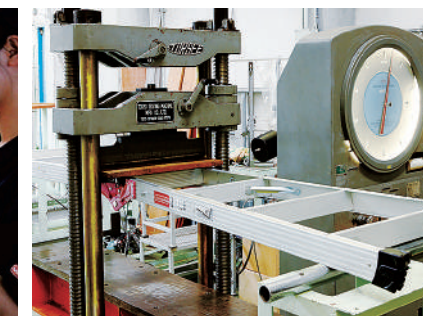
Always put ourselves in customer's place with professionalism

In order to ensure user's personal safety and to avoid any potential accidents, we not only carry out strict quality management but also run special events such as diagnosis and training as a safety professional. "Try the product out first by ourselves to ensure one hundred percent safety" is our everlasting belief that has been inherited since our foundation and always places top priority on safety.

Quality management



Independent one-stop system
By establishing sole proprietary factories both in Japan and abroad, we have established a one-stop production system centered on safety from mass production to custom orders.



Test of products
All products will be put under test to ensure all marketable products can meet strict requirements.

Customer services



Free diagnostic services
In order to ensure safety at workplaces, our technicians are available to diagnose products from any manufacturers for free.

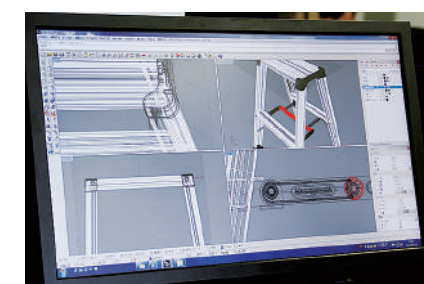


Safety training
Special safety trainings are held for enterprises with a purpose to avoid any potential accidents occurred on step stools and ladders. Up until now, more than 5,500 staff at 117 enterprises in Japan have been trained.

02 Technology

To propose new designs for the workplace based on feedback from customers

Listening to customer's feedback and understanding their true needs are our basis upon which our products are manufactured. With a belief of "seeking answers at the workplaces", we have held many special events such as idea exchange with users and on-site hearings. In addition, we also seek value-added proposals by utilizing efficiently know-hows in product development and design. Our know-hows are applied both in common and custom products which have already been widely used in various industries.



To achieve performance and innovative style by using 3D CAD.



To ensure high quality aluminum welding by using great skills.



Detail-oriented operation to guarantee quality



To manufacture custom products by utilizing all know-hows (used in production lines in factories)

03 Design

Being free from traditions to develop totally new products

Motivated by a deep desire for designing products for daily use, we have continuously developed many special products which are more user-friendly and suitable for indoor decor. Hasegawa has won many international awards for design both at home and abroad and has been widely acclaimed by all users.



lucano
Step stool / 2-step

reddot design award
best of the best 2010

GOOD DESIGN

荣获2010年度红点设计大奖
"Best of the best"

04 Global

To break through national borders to enter the global market

Hasegawa's products are available in more than 20 countries, including America and Europe. With a distribution center in Amsterdam, Holland, Hasegawa also sets up a branch office in Shanghai in 2012 to actively expand overseas market. Meanwhile, Hasegawa also actively collaborate with many overseas manufacturers to import best quality products worldwide to Japan.



To actively attend exhibitions held overseas

To actively attend many exhibitions in order to improve brand awareness and get informed of market trends



IHA (the U.S.A.)



AMBIENTE (Germany)



Interior Lifestyle China (China)