



COMPANY PROFILE

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INTRODUCTION



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ORGANIZATIONS



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COMPANY POLICY



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CHALLENGES



PRODUCTS



EXPERIENCES

INTRODUCTION

We will be your Reliable Business Partner

Through the provision of our main products,
Shredders & Laminators,
we will contribute growth of your business



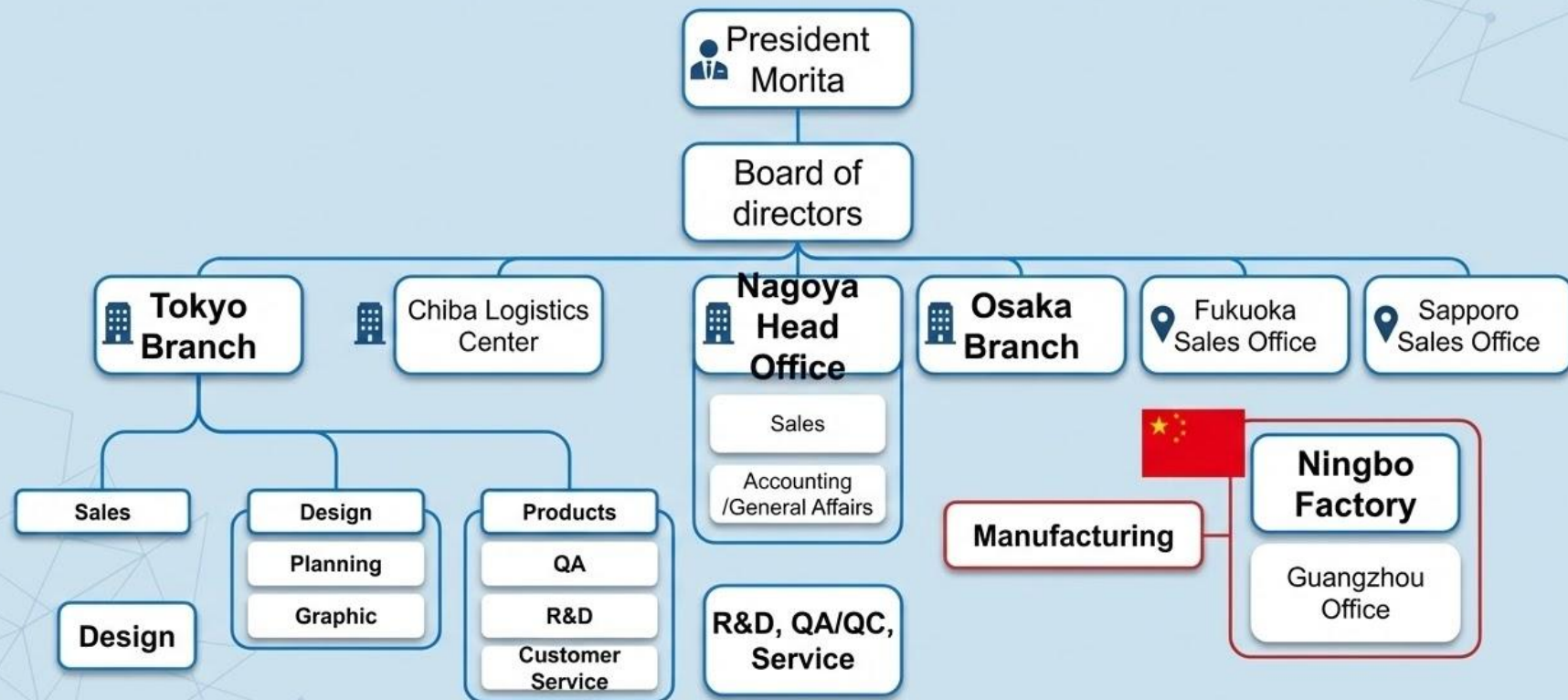
OFFICES

- ASKA Corporation's Head office is located at Nagoya city in **Aichi** prefecture with branches and sales offices throughout Japan.
- We have our own factory in China with **high quality control**.



ORGANIZATIONS

- ASKA has an own system that enables it to serve customers from product **R&D, manufacturing, quality control** to the provision of **service parts**, all from a single point of view.



COMPANY HISTORY

- ASKA Corporation was founded in 1998, and the head office was relocated to the current location at Nagoya, Aichi in 2001. **Overseas business has been developed from 2005.**

OFFICE HISTORY

- 1998  **ASKA Corporation established**
- 1999  Mechanism development office established
- 2000  Design department relocated
- 2001  Kyushu office relocated
- 2002  **Head office and Nagoya office relocated**
- 2003  **Osaka office relocated**
- 2004  Sapporo office relocated
- 2005  Johei office newly established
- 2005  Fukuoka office relocated
- 2005  Design department relocated
- 2005  Guangzhou office relocated
- 2009  Sendai branch office newly established
- 2010  **Guangzhou office relocated**
- 2011 Sendai branch office merged to Sapporo office
- 2014 Ningbo factory relocated



OVERSEAS BUSINESS HISTORY

- 2005  Start the first overseas export to **South Korea**. Contracted with a stationery importer. Products: office accessories and pencil sharpeners for school children. 
- 2005  Start exporting shredders to **Malaysia** through local distributor. Products: A4 shredders & laminators. 
- 2007  Start exporting shredders to **Indonesia**. Products: Large A4 shredders. 
- 2007  Contracted with Office Mate, a major conglomerate group in **Thailand**, A4 shredders & laminators supplied. 
- 2009  Exclusive contract with a major **Korean** MFP manufacturer for shredders & laminators. 
- 2010  Start exporting to **Singapore**. Handled small batch of small tabletop shredders and A4 size laminators. 
- 2010  Start exporting to local franchise companies of Tokyu Hands in **Taiwan**. Products: small stationery, pencil sharpeners & letter openers. 
- 2014  Start business with a local stationery importer in **Hong Kong**. Products: pencil sharpeners, letter openers, manual shredders, whiteboards. 
- 2016  Participate in JETRO's large-scale export consortium P.J. With the support of JETRO, we visited Hanoi, **Vietnam**. 
- 2017  Start supplying shredders to HST, which was previously a local distributor of Kyocera Docs, in **Vietnam**. Won tender projects related to the government. 
- 2019 Start exporting A4/A3 shredders to Kyocera Document Hong Kong. 



COMPANY POLICY

- Our Mission is “**Create New Conveniences**” that fits the needs of the times. We keep discovering New conveniences and give form to them. This is our basic stance in bringing the brand “**ASMIX**” to the world.
- 3 important elements of our aim to become a **global company** are our Values.



MISSION

“ Create “New Conveniences” ”

Our ultimate goal is to be a **global company** that is unique and has strong areas of expertise. And in order to grow into a company capable of creating **global standards**, we will continue to focus on strengthening our **engineering and design** capabilities into the future.

VALUES

TO SATISFY USERS' DESIRES

To satisfy **USERS'** desires,

OUR PRODUCTS MEET NEEDS

our **PRODUCTS** meet a wide variety of needs and wants.

OUR STAFFS: EXPERTISE & SERVICE

Our **STAFFS:**

- designers and engineers anticipate needs
- quality controls manage products with a keen eye
- sales department provides a variety of services in sales promotion activities.

STRENGTHS



1. COMMITMENT TO QUALITY

We **provide reliable products** that are not prone to failure not to stop your business.

In addition to complying with the strict safety standards of Japan and Europe (PSE, REACH, etc.), we have established our own quality standards based on the know-how we have accumulated.



2. PROFESSIONAL SUPPORT

We **don't think that** selling a product is the end but the start.

In order for our customers to use our products safely for a long time, we will provide sufficient maintenance & technical support in a timely manner.

We have established a system that can solve the problem as soon as possible in the event of breakdown.



3. DESIGN & DEVELOPMENT

We **do not just manufacture** what is requested by the customer, but we think together with the customer from the planning stage to solve the customer's problem and create a product as a solution together.

We put particular emphasis on the development of new products.

CHALLENGES

- Based on our continued growth in Japan, we're taking on the challenge of overseas markets.
- Started businesses in **Indonesia**, **Hong Kong** and **Vietnam** in collaboration with **Kyocera Document Solutions** group, which is a global Office equipment manufacturer.



PRODUCTS

PRODUCTS

- Main product is a high-spec shredder for large office use, with high volume and for high-security requirement. Laminators and Electric height adjustable desks will also be developed for **overseas markets**.

ASKA products line-up

 Hand shredders

 **Shredders**

 Pass cases

 Shredder supplies

 **Laminators**

Films for laminators

Bookbinding supplies

 Calculator

 Pencil sharpener

 **E-Desks**

White & Pinboards

 Security items

 Stationaries

Life support products

S300

CROSSCUT SHREDDER

Cut size: **4x30 mm**

S400M

MICROCUT SHREDDER

Cut size: **2x15 mm**



A3
Size



Shredders

L413A3

L620A3



A3
Size

Laminators

EDK10BK

EDK10W

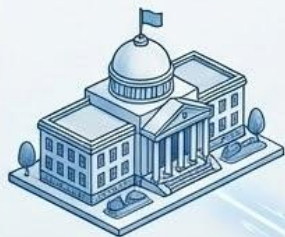


Electric height adjustable desk

MAJOR CUSTOMERS

Our products, which are resistant to failure and are highly cost-competitive, are used by many public institutions, including government agencies.
Through electronics retailers and online catalog shops, it is used by a wide range of customers, including general households.

PUBLIC SECTOR



Ministry of Defense
Ministry of Interior
Ministry of Foreign Affairs
Ministry of Education

Schools



Hospitals



COMMERCIAL & PROFESSIONAL



Professional Firms



Hotels

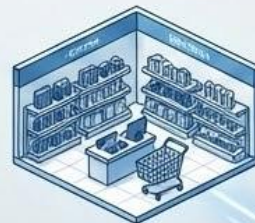


Banks



Restaurants

RETAIL & HOUSEHOLDS



Wholesale
electronics stores

Online catalog
retailers

Bic Camera Yodobashi Camera
amazon ASKUL



General
Households