

To Fulfill our Responsibility to Customers as a Manufacturer

The Nitto Denko Group defined the Fundamental Quality Policy “Quality that satisfies customers” based on the corporate vision and employee guideline to pursue increasing customer satisfaction with our excellence in quality and service.

To realize quality that satisfies customers

We are building an effective quality management system

Nitto Denko has established an efficient quality management system that can accommodate a variety of business styles so that we are able to have business with them.

To ensure the group's slogan “Same Brand, Same Quality,” we identify and improve apparent and potential issues on quality by defining a common quality index throughout the group and providing consolidated management of them. Furthermore, to maintain and improve the quality management system, a quality audit is regularly conducted to take corrective and preventive measures where and when necessary in six plants/six group manufacturing companies in Japan, and eight overseas group manufacturing companies.

Efforts for product safety

We take measures by following the fundamental policy regarding product safety

The Nitto Denko Group has endeavored to ensure consumer safety under its corporate vision and fundamental quality policy. In 1995, the Product Liability Law was enforced and, taking this opportunity, we defined five practical approaches as the fundamental product safety policy saying, “Providing customers with safe and useful products is the social mission of private enterprises.” The policy is reflected as the fundamental product safety regulations and the management regulations of the material safety data sheet (MSDS), and the company takes perfect measures to realize product safety through audit at each plant.

To collect market intelligence and to address complaints promptly

Maximum utilization of the information system

To improve customer satisfaction, it is important to effectively utilize the information about the customer and the market. For this reason, our group established an intranet quality information system in 2000, where the Japan domestic plants and the domestic/overseas group companies could view and enter data. This facilitates collecting and sharing information about quality and enables us to utilize it in improving products and services.

If any quality issue should occur, the information is promptly communicated within the company using the intranet quality information system and appropriate measures are taken to minimize the damage to customers. In addition, significantly serious quality issues that may affect company management are simultaneously reported to the top management to urge them to appropriately make a judgment and give direction. At the same time, the whole group becomes aware of the issue and works on the prevention of reoccurrence and preventive measures for it.

Quality information system for customers

