Remanufactured Products Are As Good As New
Hello Malaysia!!

Quick Company Overview
Where is SHINE located?

Company Profile

1. Company Name: Shin-Etsu Denso Co., Ltd.
2. Location: Omachi, Nagano JAPAN
   - Property: 19,638 m²
   - Buildings: 5,533 m²
3. President: Shingo Komatsu
4. Founded: March 23rd. 1967
5. Capital: 10 Mil. Yen
6. Turnover: 3.3 Bil. Yen (2011)
7. Headcounts: 130 persons
**SHINE’s Market**

- Japan: 48%
- Europe: 33%
- Asia Pacific: 6%
- Middle East: 9%
- American continent: 4%
- Middle East: 9%
- Asia Pacific: 6%
- Europe: 33%
- Middle East: 9%
- Japan: 48%

**Remanufacturing Factory Tour**
Core Storage

Core stock: 280,000 pcs

Alternator: 4800 kinds
Starter: 3500 kinds

Disassembling
Painting

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Re-grinding Inner Lace Surface

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Quality Assurance – Random Pick Inspection
Random Pick Verification

Dimensional Check

Function Check

Specification Check

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Quality Improvement

Claim analysis

Daily Production schedule

Updated instruction from Quality Assurance

Service campaign information

Information from customers

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Claim data (For carmaker N company)

2011 annual claim rate was 0.40%.
Packing for Overseas
Customers

Loading

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Challenge For High Labor Remanufacturing

Where will be our goal?

Automation Lines?  Highly Efficient Equipment?

Good Testers at each section?
YES!

... But is that really all we need?

Reman products are as good as new!

Saving energy and reducing CO2...
Is that enough to attract customers with high labor cost?

NO!

... Then, what should we do?

Conditions to achieve:

1) Capability to comprehend
   To comprehend customer needs, conditions to access to the market

2) Capability to sense
   To sense market trend, future risks, etc.

3) Capability to implement
   To put the above ideas into plans and implement them
**Change in key ideas:**

*< Before >*
- Plant management
- Efficient lines
- Lower labor cost

*< Future >*
- Global management
- Projection
- Systematical adjustment

**How can we keep up the system?**
**How can we keep up quality?**

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We consider:

**People**
*(Human Resource)*

Small & medium size of remanufacturers are depending on people's skill!!
We consider:

Skills that bring “higher value” to the products

“Higher Value” for us

1) Higher Quality
   Better product quality, Better service, etc.

   How to add value to products

2) Better Logistics
   Quicker delivery system

   How to deliver products quicker
Challenge For Higher Quality

Need Good Education System/Program to Build up:

* “Reman Sense”
  Sense to figure out what reman products are supposed to be

* Ability to plan
  Ability to read statistical data and to bring new ideas

Challenge For Better Logistics

We don’t have stock... but cores!!

Core

We have stock!!

Order

Receiving orders by 15:00

Receiving orders by 19:00

Stock at warehouse

Receiving orders by 15:00

Stock at warehouse

No stock

Stock

Packing

20:00

Ready to Go

20:00

Overnight Delivery

(A customer receives a unit next day.)

SHIN-ETSU DENSO CO., LTD.
Thank you, Malaysia!