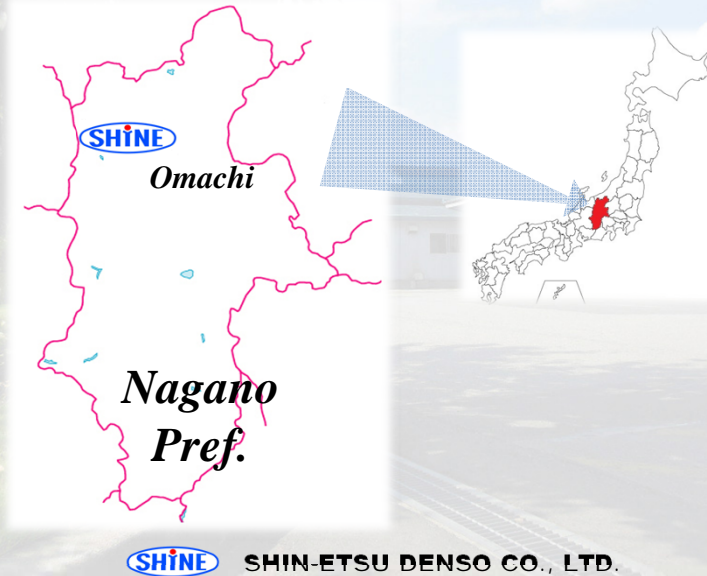




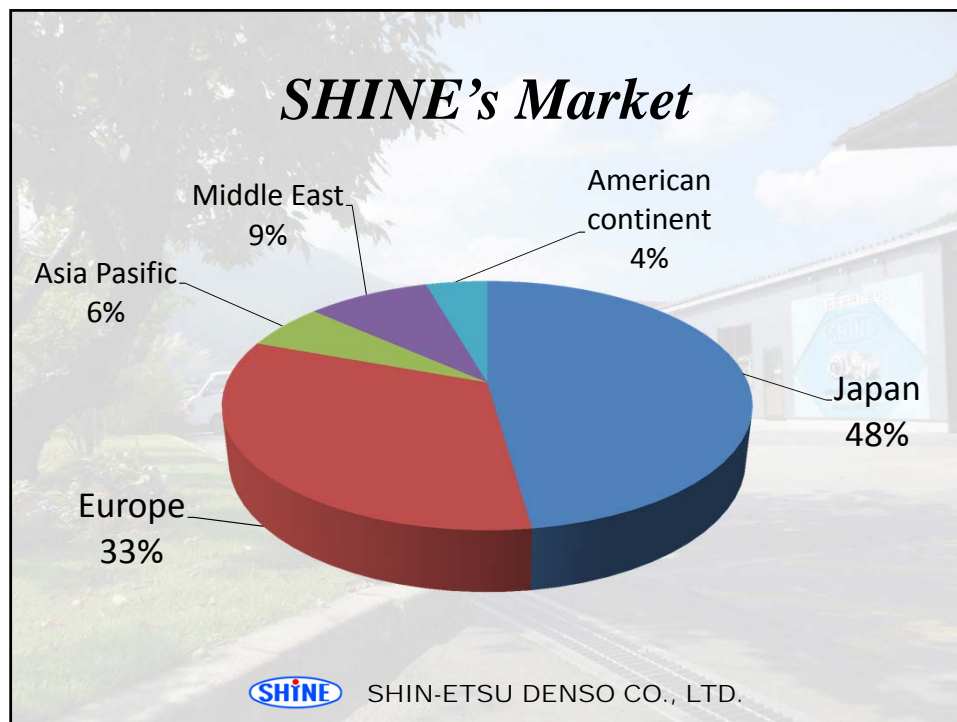
Where is SHINE located?

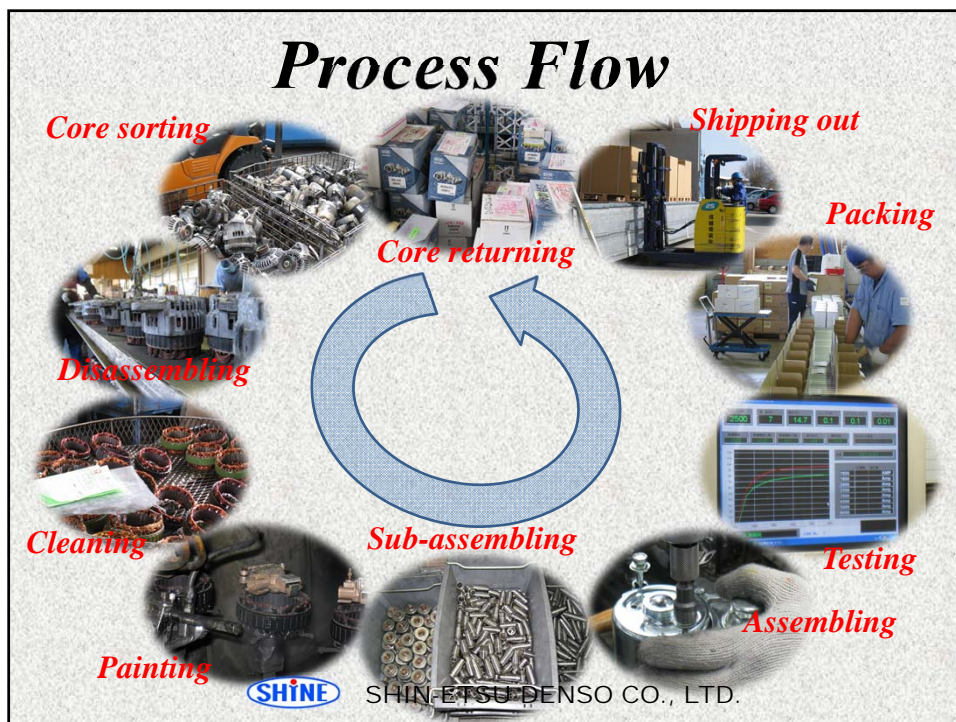
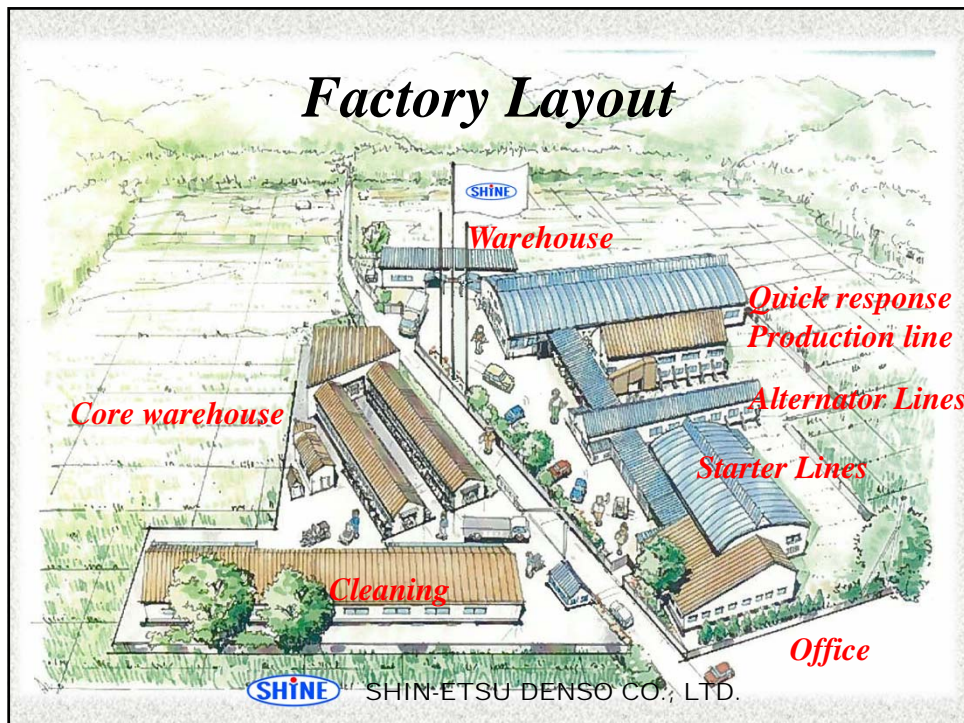


Company Profile

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
8. Products: Alternators, Starters, A/C Compressors, Power steering pump, Transmission

SHINE SHIN-ETSU DENSO CO., LTD.





Core Storage



Core stock:
280,000 pcs

Alternator: 4800 kinds
Starter: 3500 kinds



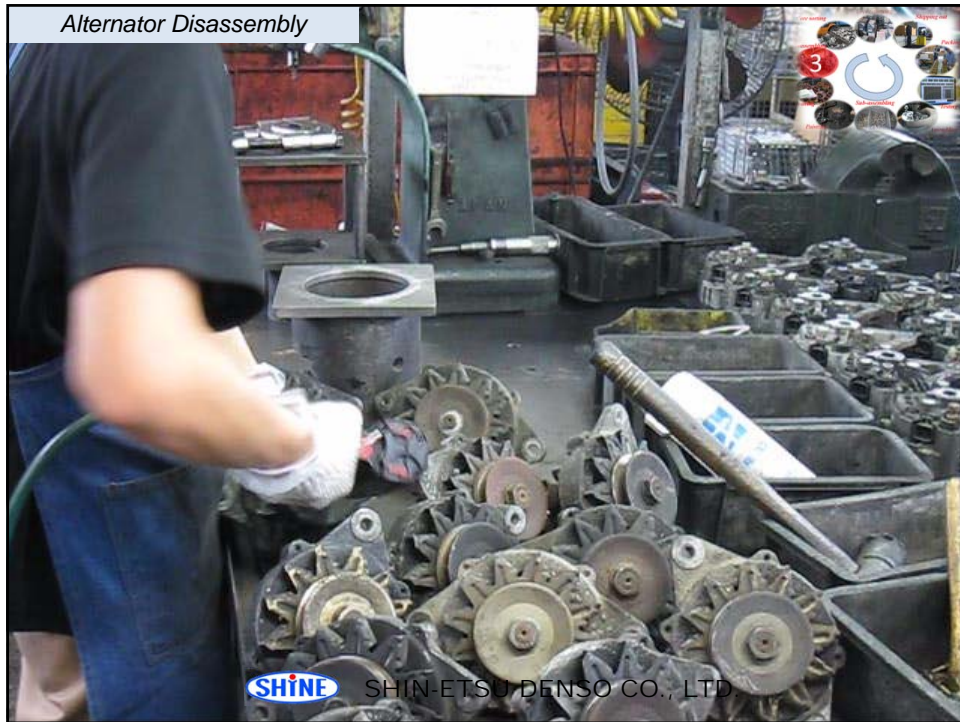
 SHIN-ETSU DENSO CO., LTD.

Disassembling



 SHIN-ETSU DENSO CO., LTD.

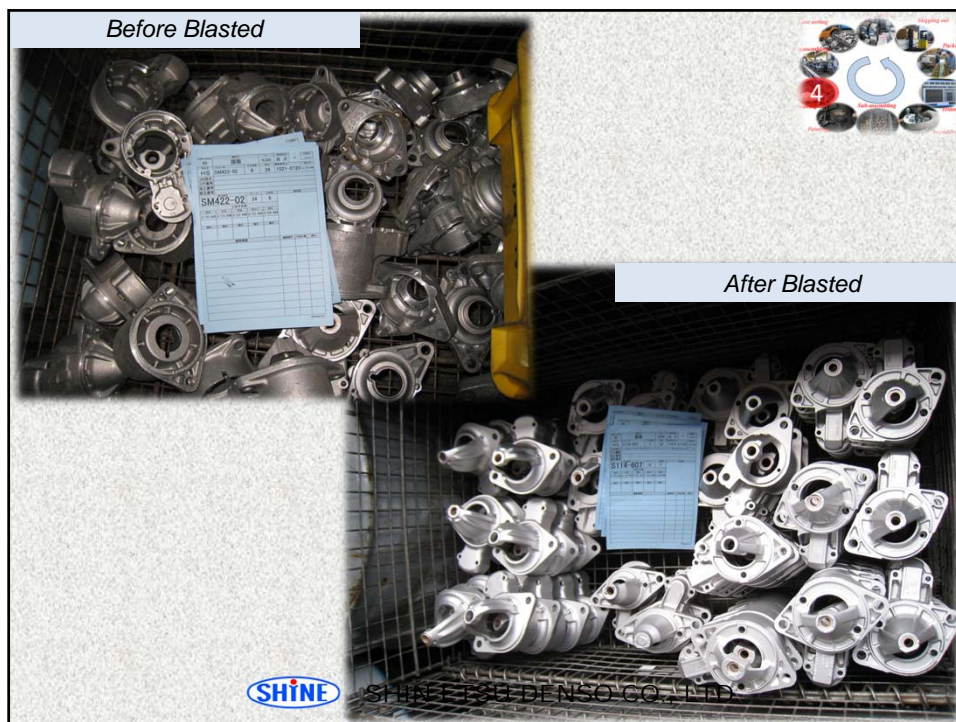
Alternator Disassembly

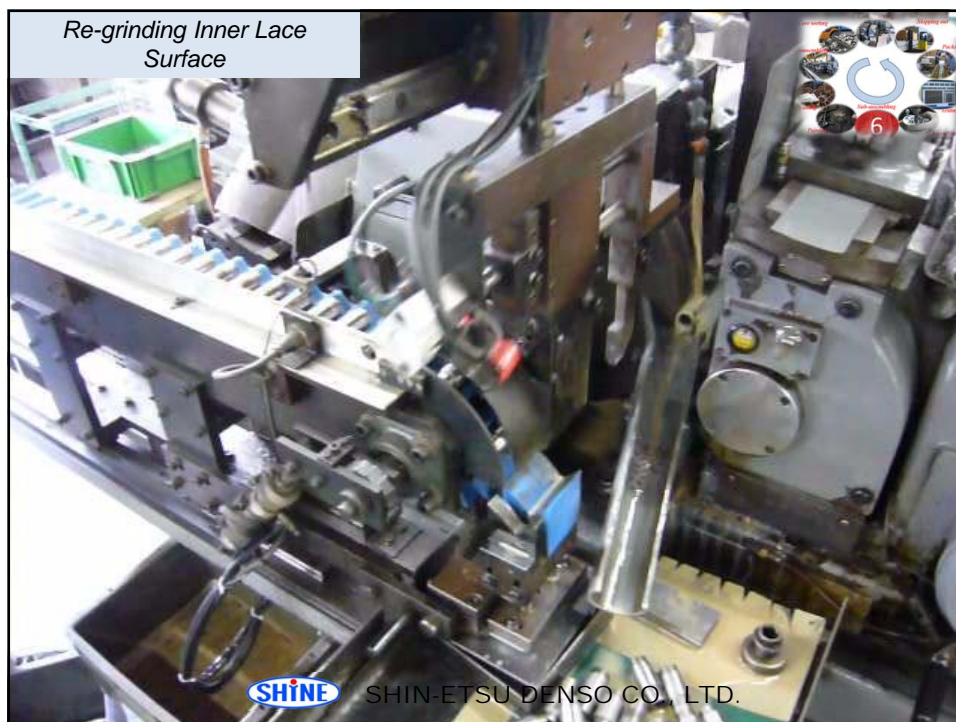


Starter Disassembly









Starter Assembly

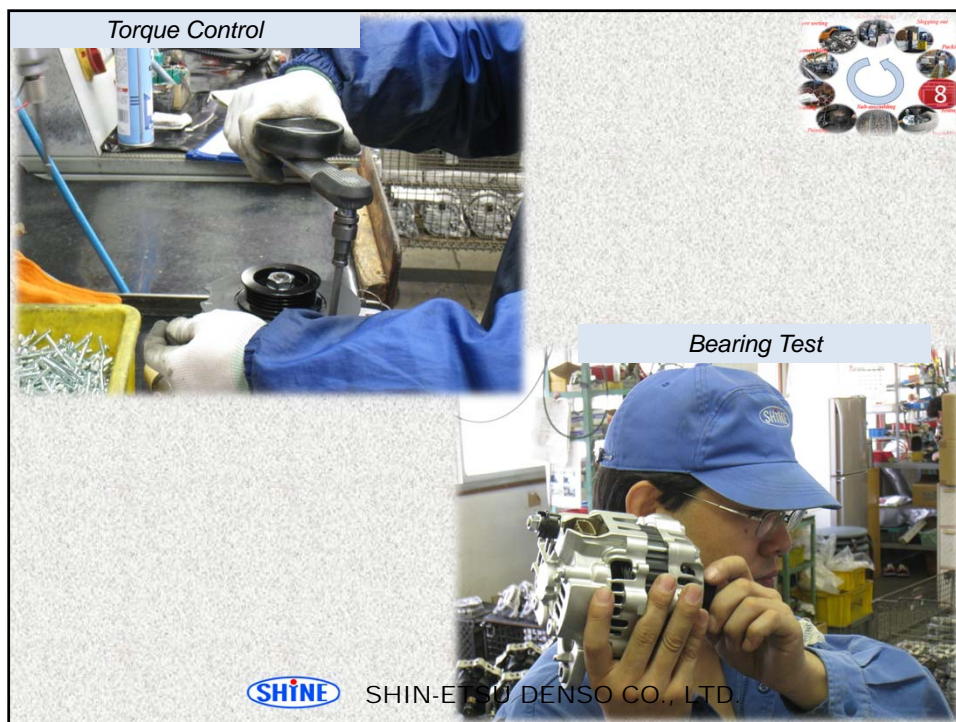


SHIN-ETSU DENSO CO., LTD.

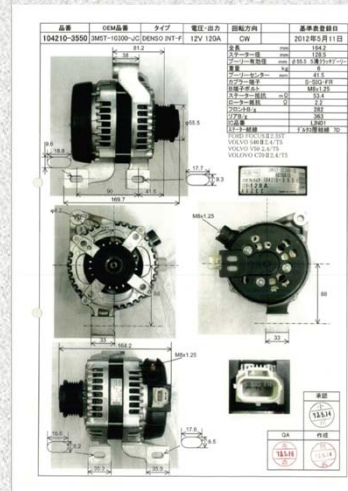
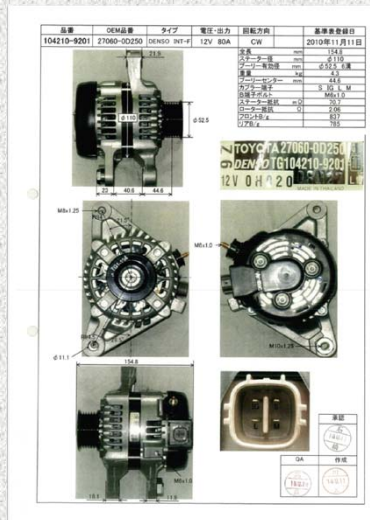
Assembly



SHIN-ETSU DENSO CO., LTD.



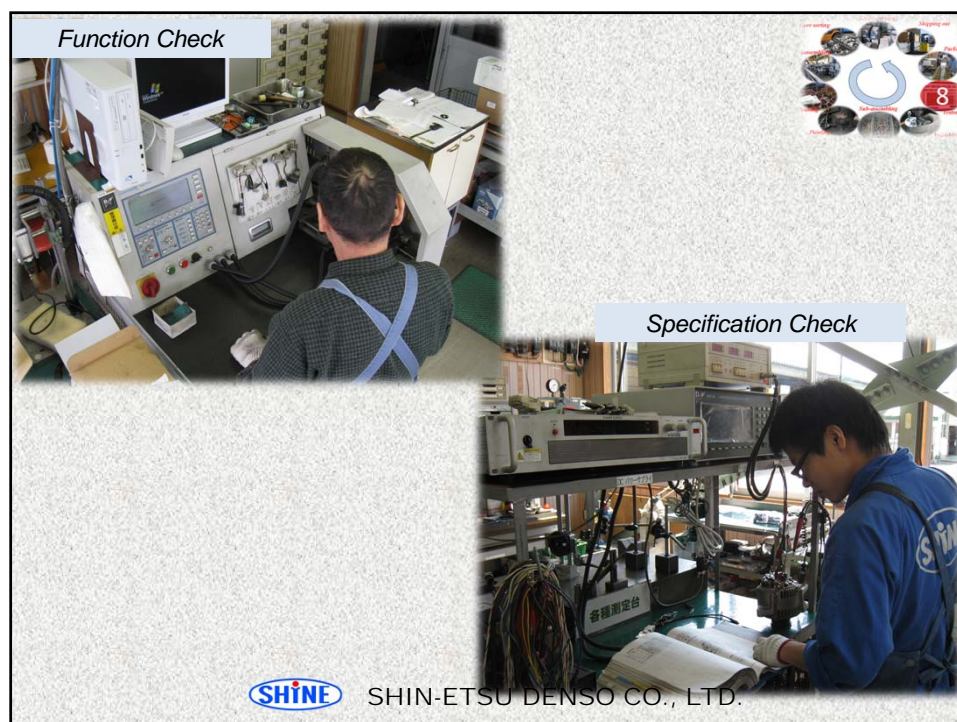
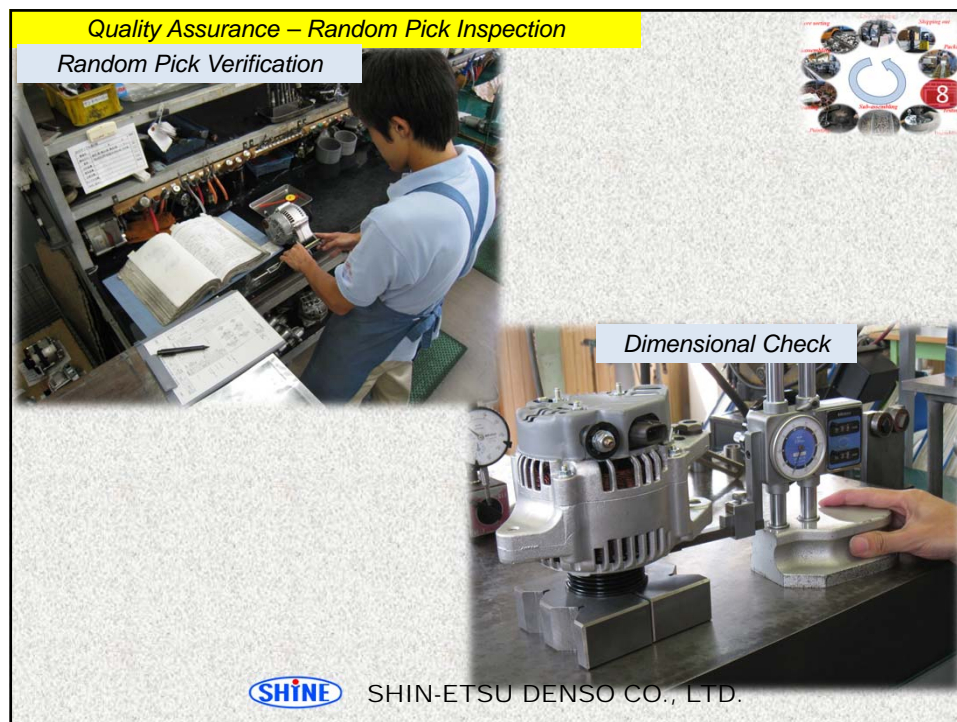
Spec Sheets



SHIN-ETSU DENSO CO., LTD.

Function Test Bench



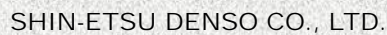


A circular diagram illustrating the 8 steps of the sub-contracting process. The steps are arranged in a circle around a central blue circular arrow. The steps are: 1. Job setting, 2. Job selection, 3. Shipping out, 4. Packing, 5. Loading, 6. Unloading, 7. Sub-contracting, and 8. (represented by a red circle with the number 8). Each step is accompanied by a small circular image showing a related activity.

[illegible]

Updated instruction
from Quality Assurance

Service campaign information

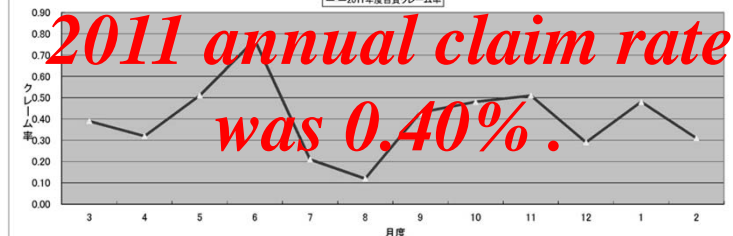


A circular diagram illustrating the 8 steps of the recycling process. The steps are arranged in a circle around a central circular arrow icon. The steps are: 1. Curbside recycling, 2. Transfer station, 3. Sorting, 4. Processing, 5. Manufacturing, 6. Distribution, 7. Retail, and 8. Consumer. Each step is accompanied by a small image showing the corresponding activity.

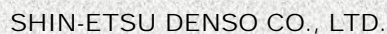
12年3月19日
品質保証課

月度	3	4	5	6	7	8	9	10	11	12	1	2	クレーム率
2011年度自責クレーム率	0.39	0.32	0.51	0.77	0.21	0.12	0.43	0.48	0.51	0.29	0.48	0.31	0.40
2010年度自責クレーム率	0.63	0.73	0.14	1.07	0.37	0.28	0.35	0.61	0.33	0.83	0.43	0.07	0.43

— 2011年度自責クレーム率



2011 annual claim rate was 0.40%.





Packing for Overseas Customers



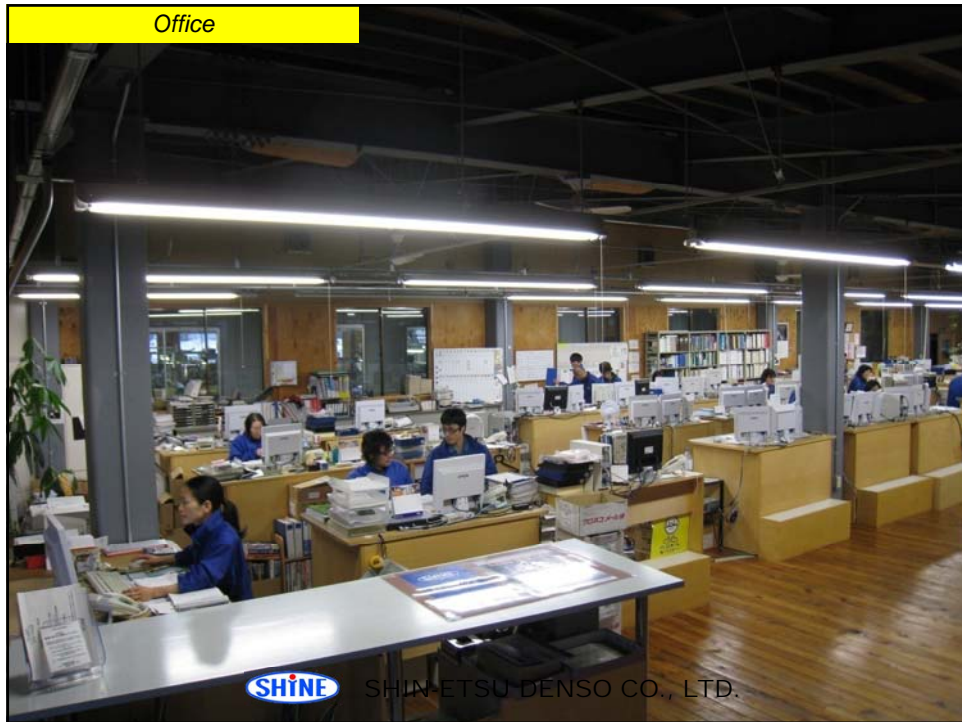
SHIN-ETSU DENSO CO., LTD.

Loading



SHIN-ETSU DENSO CO., LTD.

Office



CB Product Box



PB Product Box



SHIN-ETSU DENSO CO., LTD.

ISO Certificates

ISO14001

ISO9001



SHIN-ETSU DENSO CO., LTD.



Challenge For High Labor Remanufacturing



SHIN-ETSU DENSO CO., LTD.



Where will be our goal?



***Automation
Lines?***



***Highly Efficient
Equipment?***



***Good Testers at
each section?***



SHIN-ETSU DENSO CO., LTD.



YES!

... But is that really all we need?

 SHIN-ETSU DENSO CO., LTD.

*Reman products are
as good as new!*



Energy & Material Consumption

*** In case that 3 different sizes of alternators are produced*



Consumption Type	New unit	Reman unit
Energy consumption	100%	14%
Material consumption	100%	12%

*Saving energy and
reducing CO2...*

 SHIN-ETSU DENSO CO., LTD.

*Is that enough to attract
customers with high labor cost?*

NO!

... Then, what should we do?



SHIN-ETSU DENSO CO., LTD.

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*



SHIN-ETSU DENSO CO., LTD.

Change in key ideas:

< Before >

- *Plant management*
- *Efficient lines*
- *Lower labor cost*

*How to handle a factory in
the current situation*

< Future >

- *Global management*
- *Projection*
- *Systematical
adjustment*

*How to foresee the future and
change a factory in advance*

How can we keep up the system?

How can we keep up quality?



SHIN-ETSU DENSO CO., LTD.

We consider:

People

(Human Resource)

*Small & medium size of remanufacturers
are depending on people's skill!!*



SHIN-ETSU DENSO CO., LTD.

We consider:

***Skills that bring “higher value”
to the products***



SHIN-ETSU DENSO CO., LTD.

“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





SHIN-ETSU DENSO CO., LTD.

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



 SHIN-ETSU DENSO CO., LTD.



