

「The Worldfolio」の Web サイトおよび 「Newsweek」(国際版)に 当社社長インタビュー記事・会社紹介記事が掲載されました

当社代表取締役社長 一坪 隆紀が英国通信社「The Worldfolio」の取材を受け、
その内容が「The Worldfolio」の Web サイトおよび
「Newsweek」(国際版)2023年3月31日号に掲載されました。

The Worldfolio Web サイト

<https://www.theworldfolio.com/interviews/the-small-products-that-make-world-of-difference/5649/>

Newsweek (国際版)

Why We Don't Know the Origins of COVID
INTERNATIONAL
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DON'T BET ON IT

STATES ARE RUSHING TO LEGALIZE SPORTS GAMBLING. THE POTENTIAL PRICE: A BOOM IN ADDICTION

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Morito targets becoming a 100-billion-yen company as it looks to expand international presence

Morito combines expertise in trading of apparel accessories with manufacturing capabilities to offer solutions for various industries, including clothing, furniture, automotive and medical.

Takaki Ichihashi, *Representative Director & CEO, Morito Co., Ltd.*

"We want to provide a comprehensive service that caters to global companies."

Japan's fashion companies have played a particularly important role in creating cooperation between the region's SMEs, manufacturers and global customers, particularly in the B2B sphere. But in today's business environment, these stakeholders need to evolve in order to survive. No longer do they merely provide financing and logistics, they also add value in new ways, whether through creative flow, consultation, R&D, or even taking on the role of manufacturer or reseller.

Established in 1926, Morito is central to that role. It has evolved with the times in order to fulfil a long-standing mission of providing a comprehensive range of apparel accessories.

Today, the products that Morito supplies are found not only in clothing, they are also used in cars, furniture and in Japan's Shinkansen trains, with the company also setting its sights on expanding into the medical industry.

"All our products are based on the concept of our founder, who is to create products that connect for or benefit" states Takaki Ichihashi, Representative Director and CEO of Morito. "Such leaders are especially prevalent in apparel, but they are also found in the automotive field. Our floor mats use eyelets and new fasteners to hold them in place. Sofas use eyelets or an all-locks for ventilation. Moreover, car headlamps are used in the cabins of airplanes, and our seats and floor mats and hooded suits. We also provide the new net that employs car-revolving technology on school buses and Shinkansen's seats.

Acting as a bridge between manufacturer and customer, Morito focuses on the trading of products manufactured in Japan by SMEs who often do not have enough capability to do sales. By providing informa-

tion on what kind of market requires what specific products, it can give new ideas and hints to manufacturers to drive innovation. Moreover, the company is driving its own innovation as a manufacturer of several products, particularly metal-processed parts. Twenty percent of its revenue now comes from its manufacturing arm.

With its sights set on becoming a "100-billion-yen company" and a major presence company globally, Morito has outlined several pillars in its long-term strategy, namely expanding its manufacturing capacity while growing its international business through M&A and other value opportunities. Strengthening its presence in markets with high growth potential, such as China and Southeast, and moving into new areas such as the medical industry.

In the near future, each company within the group must strive to pursue and excel in its individual markets with its own uniqueness and innovation. At the same time, we have to fully utilize our networks to serve our global customers. We want to provide a comprehensive service that caters to global companies."

Morito's new styling

Morito's standard press fasteners

Morito's patented term, "Lucky Snaps"

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Many brands use Morito's term. The president also stresses the importance of M&A in order for Morito to reach its goals, with the company aiming to complete three to four M&A agreements per year. "Of course, we are not only doing M&A. Our company's philosophy is not only to actively seek growth but also to steadily grow. The current value of our company is JPY 50 billion (approx. \$368 million). In order to double that

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Lucky net is used in cars and bullet trains

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