



# Arnest Inc.



# MISSION

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**“To create products bringing smiles to customers”**

At Arnest, all employees are product planners.

We create products that make people smile and think,

**“Wow, life will be more convenient with this!”**

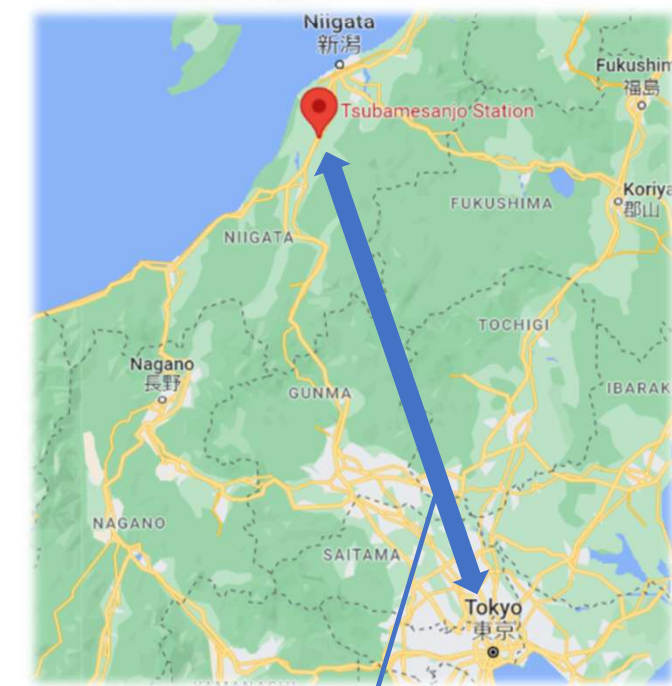


President  
Kazuya Suzuki

# SUMMARY



Company name	: Arnest Inc.
Representative	: Kazuya Suzuki (President)
Establishment	: May, 1981
Business area	: Planning and sales of household products
No. of employees	: 73 (As of March, 2022)
Annual sales	: 6.306 billion yen (FY2021)
Address	: 858 Fukujimashindentei, Sanjo, Niigata, 959-1155 Japan
Access	: About 20 minutes from Tsubame-sanjo Station by car



**Tsubame-sanjo Sta. ⇄ Tokyo Sta.**  
**(abt. 100minutes by bullet train)**

# WHAT IS NIIGATA?

“**Niigata**” is a beautiful prefecture located in the more northerly central region of Japan famous for the followings.

- The largest production of rice and tasty sake made of clear water and rich nature
- One of the largest snowfalls in Japan



URL : [https://gurutabi.gnavi.co.jp/a/a\\_205d1/](https://gurutabi.gnavi.co.jp/a/a_205d1/)



URL : <https://www.niigata-sake.or.jp/activity/association/>



URL : <https://ng-life.jp/food/23607/>

One of Japan's Top 3 displays  
**‘Nagaoka Fireworks Festival’**



URL : <https://junichi-m.com/camera/nagaoka-hanabi/#%E9%95%B7%E5%B2%A1%E8%8A%B1%E7%81%AB%E3%81%AE%E3%83%95%E3%83%AA%E3%83%BC%E5%86%99%E7%9C%9F%E7%B4%A0%E6%9D%90>



URL : [https://tripnote.jp/niigata/zekkei-spot-niigata#google\\_vignette](https://tripnote.jp/niigata/zekkei-spot-niigata#google_vignette)

# WHAT IS TSUBAME-SANJO?

“Tsubame-Sanjo” is a Niigata town of a world-class brand due to the followings.

- The ancient history of metal working
- Many high quality and attractive products produced by highly skilled craftspeople



URL : [city.sanjo.niigata.jp](http://city.sanjo.niigata.jp)



URL : <https://www.jalan.net/yad313668/>

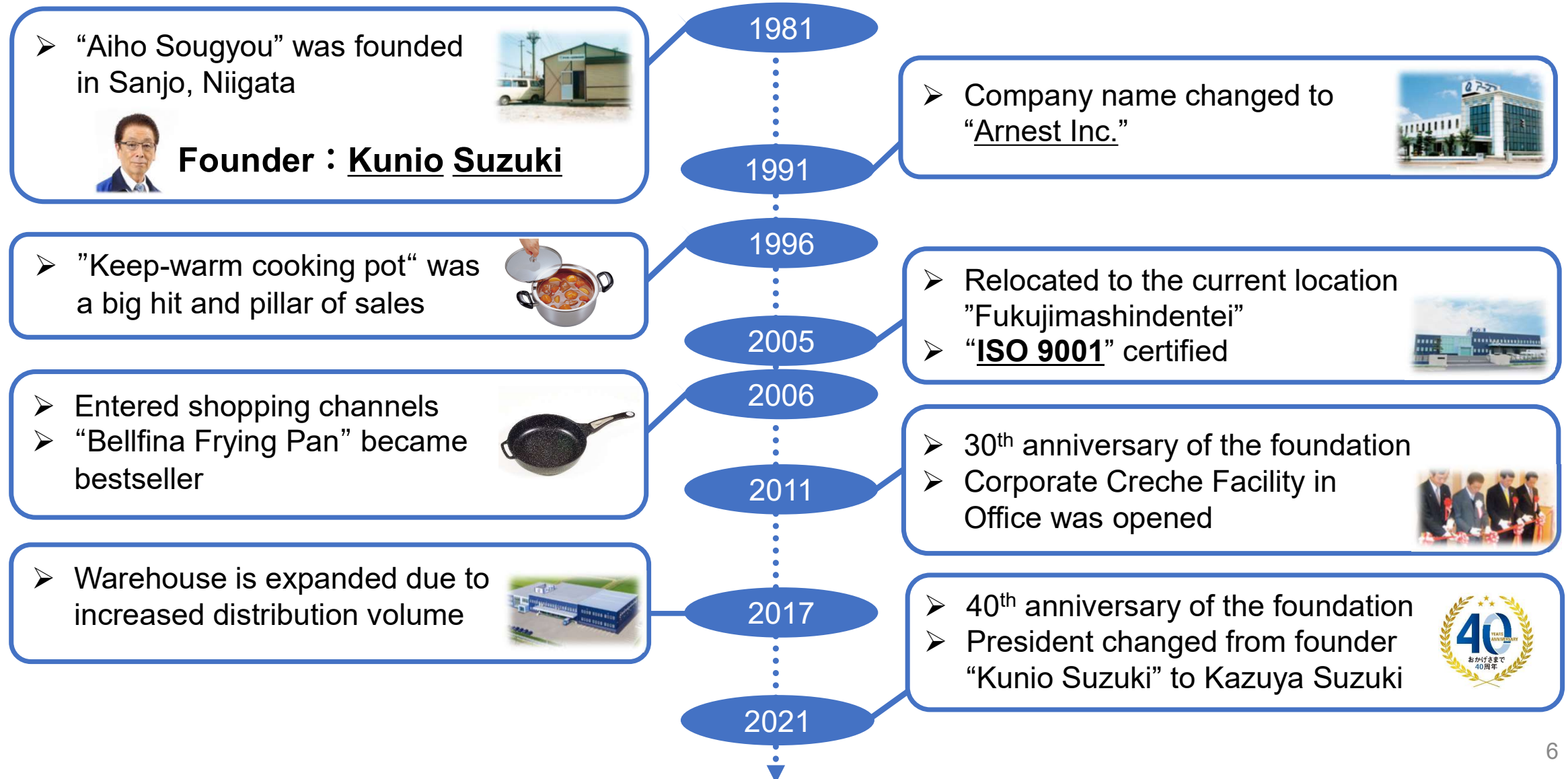


URL : <http://www.tsubamesanjo-trade.com/jp/companies/>



URL : <https://shop.ng-life.jp/kobayashikogyo/0229-002/>

# HISTORY



# FACILITY



## ◀ Showroom

- Product samples are displayed
- Introducing and proposing them to customers here



## ◀ Studio

This studio is used for the followings.

- Taking product images
- Shooting video



## ◀ Warehouse

- A large two-story warehouse
- Over 2,000 different products in stock



## ◀ Corporate Creche Facility in Office

- Established as one of the pioneers of Niigata corporations
- Supporting the staffs have young children

# ORIGIN OF COMPANY NAME



- Coined by combining the words “Artistic”, “Next”, “Strategy”.
- Decided by employees

On the occasion of the 10th anniversary of the foundation, we solicited company’s name from all employees in order to grow as one.



## 愛律範

“To be always a good example to others by loving people, nature, and self-discipline”

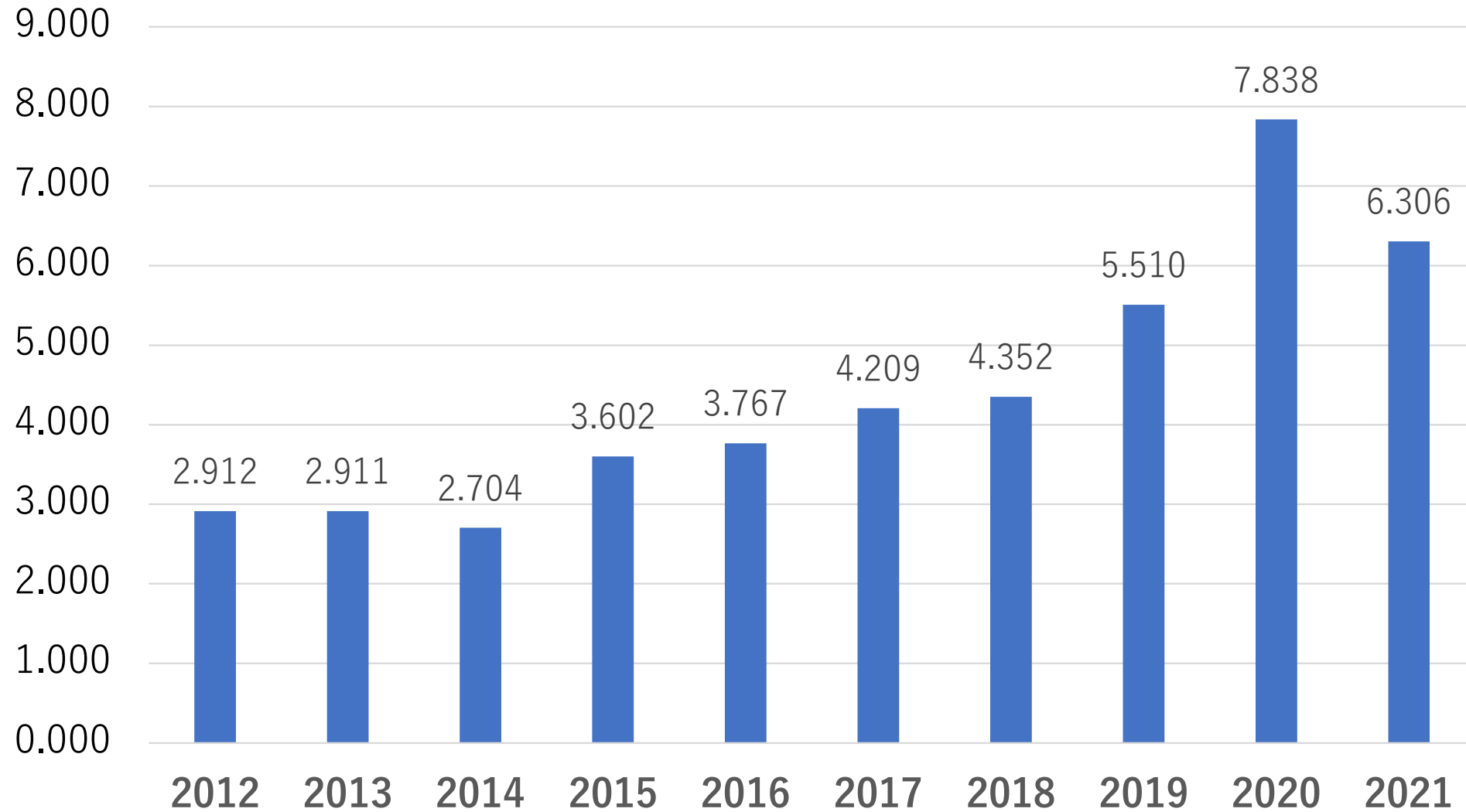
- Our fundamental philosophy cherished since our establishment in 1981
- Shared repeatedly in our morning meetings
- All of us developed ourselves and “Arnest” with this philosophy in mind

# SALES TREND



## Sales

(Billion Yen)



# PRODUCT : KITCHENWARE

- Wide variety
- Our main products

Accounting for about 70% of sales



## ▲ Toaster Oven Cooker Plus

Baking, boiling, steaming, anything is possible with toaster oven. Easy-cooking.



## ▲ Stainless Steel Bowl, Plate

Popular for its luxurious appearance and texture. Stackable and stored.



## ▲ Triple Wave Slicer

3 blades, so 3 times faster!  
High speed slicing!



## ▲ eN Chinese Wok 28cm

High-spec wok popular in Taiwan, Hong Kong. Sturdy, rust-resistant and preventing food from sticking.



## ▲ Square Deep-frying Pot

Very popular product won the first place in the kitchen utensils category of Japan e-store!



## ▲ Two Stackable Deep-frying Pots 20cm

Two deep-frying pots can be stacked as oil pots for compact storage.

# PRODUCT : GADGET

- Unique and helpful
- Our starting point of product development



## ▲ Bed Assist Rail without legs

Safe and easy to get in or out of bed.



## ▲ Lifter and Dolly Set, 360 degrees

Heavy furniture can be easily lifted and moved 360 degrees!



## ▲ Paper Shredder Scissors, Lightweight

30% lighter than conventional models.  
Easy-to-use shredder scissors.



## ▲ Heat Shield Film for outdoor unit

Cooling effect of air conditioner is increased by just putting it on the outdoor unit.



## ▲ Carbon Tool Steel Hand Saw

Sawing of various materials become easy with this tool!

# PRODUCT : CLEANER

- Eco-friendly and child-friendly
- Focusing on efficacy



## ▲ Eco-friendly Washing Machine Tub Cleaner

Long-selling product without chlorine and surfactants.  
Reliable cleaning power.



## ▲ All Natural Mite Home Spray

Plant-derived ingredients keeping mites at bay.  
Popular in Japan and overseas.



## ▲ Lactic Acid Mold Remover

Made of natural lactic acid. Very popular for its cleaning power killing more than 98% of black mold.

# MAIN OVERSEA SALES AREA

- About 98% of our sales are to domestic market
- Products for overseas is almost kitchenware  
Mainly exported to the followings.
  - Taiwan
  - Hong Kong
  - South Korea
- Sales results of China, S'pore, and USA as well

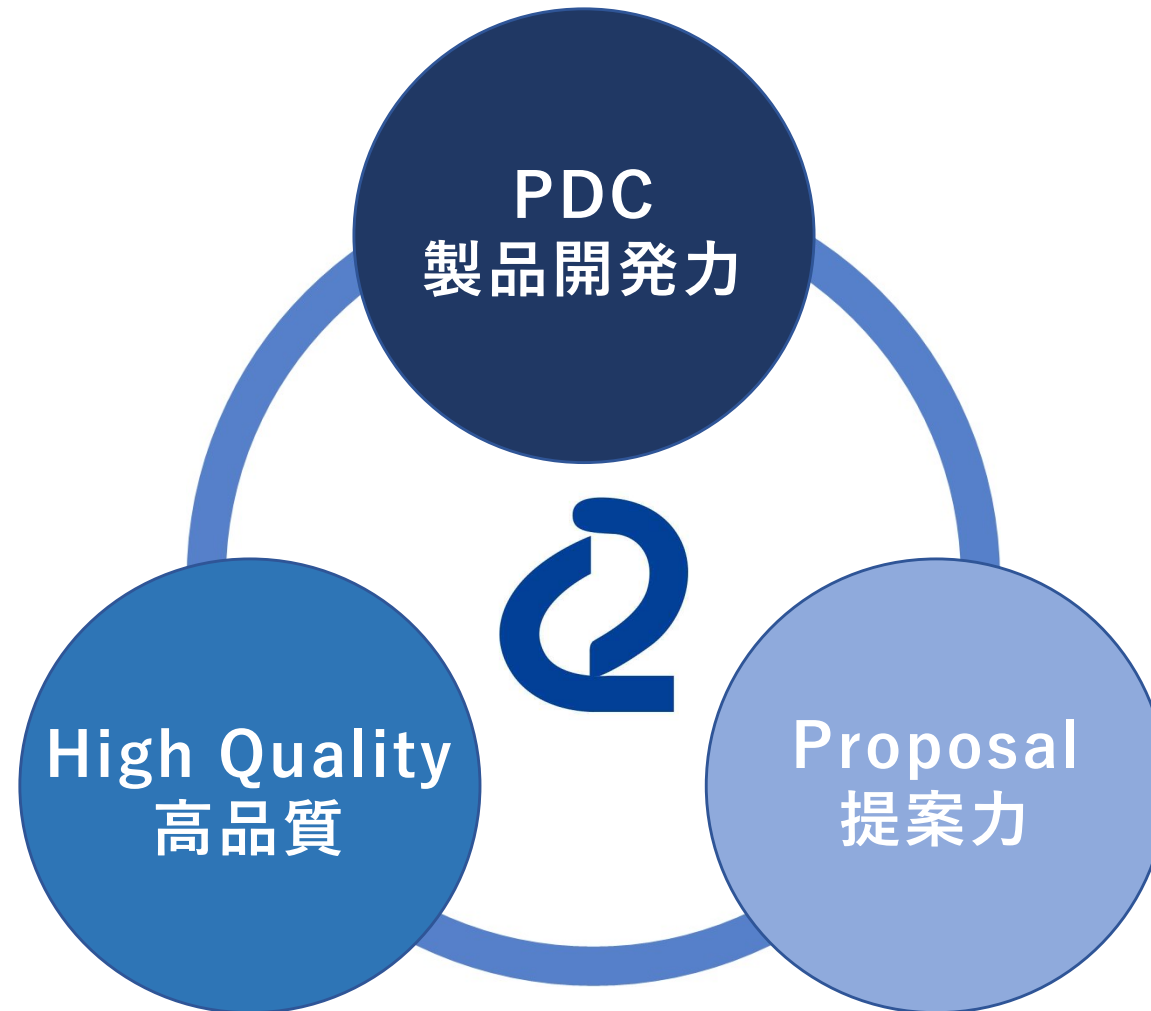


## ▲ Puppy & kitty mini × 2 onigiri set

Cute goods for making a bento sold to China and other countries



# OUR THREE VALUES



# OUR VALUE : PDC

- “Product Development Capability” is our strength.

Over 1,500 original products full of ideas created to date.

- Product proposal meetings are held monthly

All staffs propose new products based on “Wow, life will be more convenient with this!”.

- Able to create products on an OEM basis

Please feel free to ask us.



▲ Presentation in product proposal meeting



# OUR VALUE : HIGH QUALITY



We can keep providing high quality products because of the followings.

➤ Strict quality control based on **ISO 9001**

Our excellent staffs and ISO 9001-based quality control ensure high quality products.

➤ Many products are made in **Tsubame-Sanjo**

Tsubame-Sanjo a proven and trusted town due to providing high quality products for over 300 by highly skilled craftspeople.



▲ Certificate (ISO 9001)



▲ Craftsperson making Arnest product (Tsubame-Sanjo)

# OUR VALUE : PROPOSAL

- Track record of proposing products to various industry

Shopping channels, stores, online shopping, home delivery, and so on.

- Well-known by getting many customer`s trust

Now our products are often featured on TV.



### ▲ Bellfina Frying Pan

Big hit in shopping channels. Lightweight, non-stick, easy-to-use, and still long-seller.



### ▲ “apod” Hot Sandwich Maker

Product of our outdoor brand “apod” focusing on ease-to-use.



### ▲ Home Delivery Ads.



### ▲ Our Online Shopping Site(Rakuten)



### ▲ Introduction of our product on TV

URL:[https://twitter.com/hashtag/%E5%AE%B6%E4%BA%8B%E3%83%A4%E3%83%AD%E3%82%A6?src=hashtag\\_click](https://twitter.com/hashtag/%E5%AE%B6%E4%BA%8B%E3%83%A4%E3%83%AD%E3%82%A6?src=hashtag_click)

# AT THE END

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Arnest continues to challenge from now on,

**“To create products bringing smiles to customers”**



**Note:** The products listed in this document may not be available for sale depending on the sales channel.