

[Company Profile]

Head Office	395 Bessho-cho, Kasai, Hyogo Prefecture
Factory	675-2462, Japan
Phone	+81-790-44-1021
URL	http://www.sengoku.jp/english/index.html
No. of employees	184 (as of January 2018)
Capital	96 million yen
Founding	January 1963 (started business in 1953)
Representative	Tadashi Sengoku, President

[Business Overview]

Manufacture and sales of Aladdin kerosene heaters, fan heaters, electric heaters, toaster ovens, griller, etc.; an OEM of electrical household appliances and cookware; manufacture of components for housing equipment

[Technology]

Manufacturer of Aladdin brand products and OEM of major manufacturers' products, engaged in the development and manufacture of various products with made-in-Japan quality



Graphite Toaster



Graphite Griller

Based in Kasai City (Hyogo Prefecture), SENGOKU works. Ltd. has two production bases in China and a sales office in the United States. In addition, a new factory will go into operation in the Philippines in spring of 2018. Against this backdrop of international expansion, we deal with the manufacture of products of our two brands: Aladdin and Greenwood. Moreover, we are also engaged in major manufacturers' products as an OEM. The term "OEM" stands for "Original Equipment Manufacturer," a company that develops and produces products to be marketed under another manufacturer's brand name. OEMs are required to be capable of steadily producing high-quality products and meeting promised delivery dates. Receiving orders from Japan's largest manufacturers, SENGOKU makes a large variety of electrical household appliances and cookware, including heaters, kerosene fan heaters, toaster ovens, portable gas heaters, water heaters, and water servers. Our forte is the in-house integrated production system that allows us to be engaged in not only component production but every phase of production,

from planning to development, designing, mold building, manufacture, and shipment. Another of our strengths lies in the fact that we can provide made-in-Japan quality products that are considered reliable on a global scale.

SENGOKU has a free, easy atmosphere, allowing employees to be engaged in fabrication as they please. This is a major factor that leads to the development and manufacture of our original products. We are eager to continue broadening our portfolio of original products, from electrical household appliances to, for example, spot heating for electric vehicles, by utilizing characteristics of high-potential far-infrared graphite.

[History of development]

SENGOKU works. Ltd. started business as a metal stamping manufacturer in 1953. Under our motto “customers first” and “quality-oriented,” we have long provided quality, high-performance products by employing our technological prowess, resulting in a good reputation and increased orders. SENGOKU has expanded its business scope, and at present, is also proficient in production of electrical household appliances and various other projects. Under these circumstances, we have turned our attention to far-infrared graphite so as to explore new possibilities. Our unique new ideas led to the creation of the Aladdin Graphite Toaster and the Aladdin Graphite Griller.

[Originality]

We have created totally new heaters with high directivity, high far-infrared effects, and 0.2-second prompt heating. This was achieved thanks to graphite sheets made by treating highly thermal-conductive polymeric film (polyimide), which is indispensable for aerospace development, to have a structure similar to a single crystal. The application of excellent characteristics of far-infrared graphite to the development of cookware has created the Aladdin Graphite Grill & Toaster. By putting our original technology to full use over two years, we developed a new technology to make toast tastier, resulting in the creation of the Aladdin Graphite Grill & Toaster. Subsequently, a smokeless grill for healthy umami-filled cooking called the “Aladdin Graphite Griller” was produced.

[Future development]

Sales of the Aladdin Graphite Toaster and the Aladdin Graphite Griller, both of which use a far-infrared graphite heater, have been buoyant. With this being the case, we will expand our lineup by adding, every year, at least one product that takes advantage of the characteristics of far-infrared graphite. Meanwhile, high-priced products sell well in China and other Asian countries. Therefore, we will increase the number of overseas production bases to advance the globalization of our company.

[Topics]

Initiating the operation of a new factory in the Philippines in 2018 with an eye toward increasing overseas sales mainly in East Asia



SENGOKU already has two factories in China. In addition, to develop and manufacture products meeting local needs more than ever, we have constructed a new factory in the Philippines where further expansion of demand for our products is expected. Along with the existing factories in Japan (Head Office) and China (Dongguan and Huizhou), the initiation of the new factory's operation in the spring of 2018 achieves a tripolar production system, accelerating the globalization of our company.

Developing hot-selling new products using graphite and participating vigorously in exhibitions



The Graphite Toaster has been valued highly not only in Japan but also in China. In response, SENGOKU has decided to put this product on sale also in South Korea and Taiwan. Furthermore, marketing in Europe and the United States is under review, as well. In this way, we are propelling the global expansion of the Graphite Toaster, ditto for the Graphite Griller.

Meanwhile, with the objective of making the general public more aware of these new products, we aim to move into the B-to-B industry. In February 2017, we participated, for the first time, in the Japan Food Service Equipment Show held at Tokyo Big Sight, having acquired great popularity; accordingly, we ran a booth again at the same event held in February 2018.

[Corporate History]

- 2017 Certified as a Hyogo “Only-one” Company
- 2012 Established SENGOKU Trading (Shanghai) Co., Ltd.
- 2008 Obtained Eco-Action 21 certification
- 2005 Acquired the Aladdin brand
Started selling Aladdin kerosene heaters and fan heaters as own-brand products
- 2003 Established Dongguan SENGOKU Electronics Co., Ltd., or the second factory in China
- 1997 Obtained ISO 9001 certification

- 1994 Opened Los Angeles Office
- 1993 Constructed head-office building and factory
Changed the company name to SENGOKU works. Ltd.
Opened SENGOKU Electronic (Shenzhen) Co., Ltd. and started production in China
Opened Hong Kong Office
- 1977 Registered as an electrical product manufacturer and started manufacturing electrical household appliances
- 1963 Incorporated as SENGOKU ironworks. Ltd.
- 1953 Started metal stamping as a secondary contractor of SANYO Electric Co., Ltd.