Local Sake of Ishikawa Prefecture

A rich food culture has evolved in Ishikawa Prefecture and there are many local sakes that complement its dishes perfectly. Let me introduce Ishikawa' s local sakes, which are loved by locals and tourists alike.

Yoshida Sake Brewery - Tedorigawa, Yoshidagura -

The area where the Tedorigawa sake was developed was once called Yamashima village. In the Meiji and Taisho eras, blessed with the Tedori River's abundant water and rice, it was a sake brewing village with more than a dozen breweries. However, Yoshida Sake Brewery's Tedorigawa sake is the only one that still conveys the taste of Yamashima. Since its founding in 1870, the brewery has been working hard to make sake that protects the tradition of this sake brewing village.

Tedorigawa sake

The Tedori River is one of the main rivers in Ishikawa Prefecture, carrying blessings from Mount Hakusan to the sea. The sake is named after this river and is brewed carefully with the spirit of "Wajoryoshu" (meaning good sake is brewed through harmony and also good sake brews harmony). You can enjoy the unchanging taste of tradition that has been passed down through the ages.



Yoshidagura sake

Based on the concept that local sake should be the product of sustainable sake brewing that follows the cycle of nature, this sake was reborn. By applying a constraint that only local ingredients can be used, it bears a taste of tradition and innovation.



日本酒

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The Soarer was one of Japan's leading luxury personal cars, launched in February 1981 with the tag line "The unexperienced zone". It gained attention and popularity with futuristic equipment that was advanced at the time Luxury models adopted a microcomputer type auto air conditioner using a touch panel and a drive computer that automatically computed the travel distance and time of arrival at the destination with a microcomputer Many advanced technologies of the Toyota Motor Corporation were also adopted for the first time. including digital meters and vehicle speed-sensing automatic door locks. The car for this issue is a faithful reproduction of the Soarer of that time as a 1/18 scale minicar by Ignition Model. It was photographed at the former Kanazawa City Komagaeri Elementary School.

Photo credi High-quality big-scale minicar collector Takanori Tetsuda



◆New Year's Greeting ◆Information / Full Lineup

◆User Reports / Somic(Tianjin) Automotive Components Co., Ltd. (STAC) (China)





- ◆ Topics / TAKAMAZ FA SOLUTIONS FAIR 2020 in HAKUSAN 2020 Chubu Area Commendation for Invention: Ishikawa Prefecture Governor's Award
 - Online NC School Starts Accepting Applications
- ◆ Employee Introduction
- ◆ Local Sake of Ishikawa Prefecture



New Year's Greeting

I would like to extend to you our greetings for a happy and prosperous New Year and thank you for your continued patronage throughout the past year.

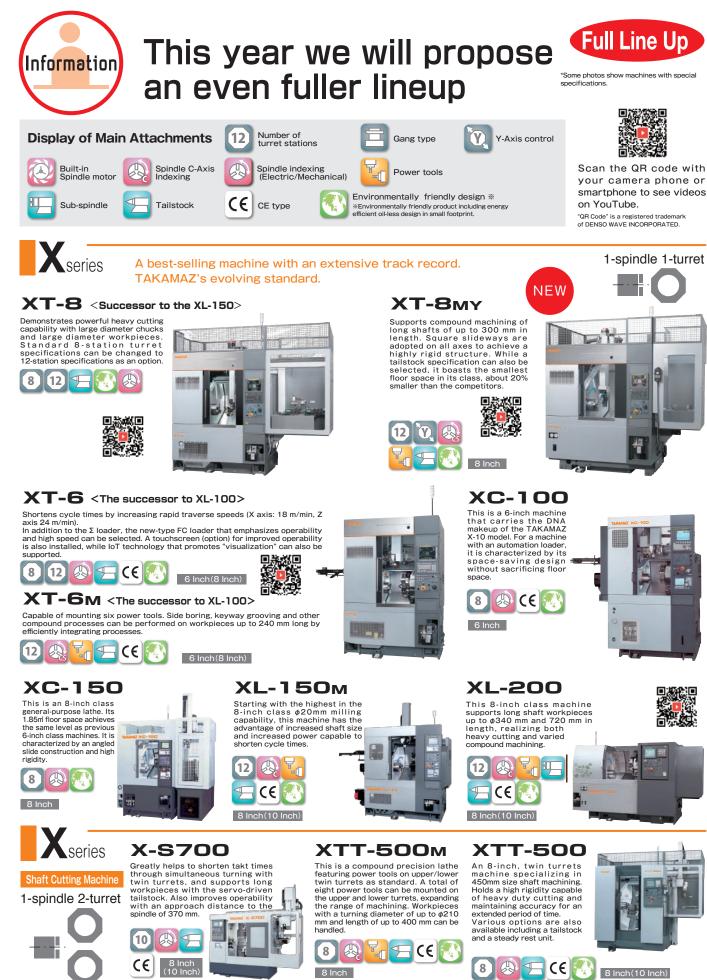
In 2020, the spread of COVID-19 caused unprecedented chaos around the world. The machine tool industry was no exception, and we too were forced to stop contact with customers. This came about just as we had completed the delivery of long-awaited machines and were about to put full effort into winning new orders. On the other hand, this situation became an opportunity to review the fundamentals of our business. Deciding to work on what we are able to do now, we started a productivity improvement campaign to help customers build environments for further utilizing TAKAMAZ machines and also promoted measures for working during COVID-19, such as creating systems for checking machines remotely over the internet, bolstering the IT infrastructure, and participating in online exhibitions.

Yet still, I believe that we must continue to listen to what customers on the site have to say as our company's belief. While various exhibitions were canceled, we held a private show at the head office plant in November, and the exhibits with various peripheral devices added were well received. From now on, we will continue to utilize the internet and online methods, but will also explore how to create opportunities for customers to directly see our products working.

Fortunately, our orders have been gradually recovering since June, when the government lifted the state of emergency that they had declared in April. We will also resume construction of the new plant, which had been suspended, with the aim of completing it in spring 2022. This year we will grow from our experiences in 2020, a year of endurance, and will take on challenges positively with a view to recovering our business performance and making further leaps forward.

Finally, I wish you good health and development, undefeated by the unpredictable coronavirus crisis.

> President Soichiro Takamatsu









smartphone to see videos

















Somic (Tianjin) Automotive Components Co., Ltd. (STAC)

Aiming to Increase Market Share in China with Ball Joints that Combine High Quality and Durability

The company was established as a 100% owned local subsidiary of Somic Ishikawa Inc., which boasts a 56% share of the market for ball joints in Japan and a 16% share globally. Ball joints are important safety-related parts and the company therefore supports driving safety through high quality and durability.

Tell us about your company.

Our company was established in April 2003 as a wholly-owned local subsidiary of Somic Ishikawa Inc., our parent company in Japan. We started out assembling ball joints only, but subsequently the volume of transactions with customers increased, prompting relocation of each of the upstream processes - starting with machining - and since 2010 we have been running production with almost the same line configuration as our parent company.

When did you start doing business with **TAKAMAZ?**

In 2006, when the volume of transactions with customers increased, we started to consider introducing machining and other upstream processes. At that time, TAKAMAZ equipment had already been introduced and operating at our parent company, Somic Ishikawa Inc., and so we decided to introduce TAKAMAZ equipment here as well because of the relationship of trust with TAKAMAZ.



TAKAMAZ products customized for the machining processes of Somic (Tianiin) Automotive Components Co., Ltd. are in operation

What were your requirements at introduction and how did it go after introduction?

At the time of introduction, we asked TAKAMAZ to "safely and quickly launch a production line and fully explain the operating procedures to personnel dispatched from Japan and the local engineers". At the commissioning there was no delay, and very careful explanations were given to the workers on site. Thank you for your cooperation for a smooth production line launch.



Right: Mr. Kenichi Iwata, Chairman and CEO Left: Mr. Naoki Okamoto, Plant Manager

How did TAKAMAZ sales and service personnel handle things?

We are satisfied that you have a good understanding of our site and have proposed specifications tailored to our company based on the nature of the machining processes. We also very much appreciate your prompt responses and proposals of appropriate solutions in regard to the issues that have arisen since the introduction.

What are your requests and expectations of TAKAMAZ in the future?

In the future, we aim to further enhance our quality and cost competitiveness, increase our market share for ball joints in the Chinese market, and at the same time be a company that solidly fulfills its social responsibilities and is friendly to the environment and people. In order to achieve these targets, we are looking forward to reasonably priced proposals tackling environmental issues and promoting automation, and further improvement of the price competitiveness of locally manufactured products.

[A word from sales]

Thank you for your patronage of our products over many years. We will continue to develop together with you in the Chinese market by providing beneficial equipment and systems.

TAKAMAZ MACHINERY(HANGZHOU) Co., Ltd. Masahumi Kinouchi



Establishment / 2003

Address / 7 Hongyuan Rd, Xiqing District, Tianjin, China TEL / +86-022-8398-3031



TAKAMAZ FA SOLUTIONS FAIR 2020 Todics in HAKUSAN

We held a private show at our head office plant from November 24 to 26. At the show, we exhibited the XV-3 vertical CNC precision lathe, which has received a lot of reaction since its unveiling in 2019, and the XT-8MY, a new 8-inch machine model capable of compound machining using the Y-axis. We also proposed the latest machining technologies in collaboration with cooperating manufacturers from all over Japan and state of the art equipment and technology from overseas including machines made by EMAG of Germany. We would like to express our sincere gratitude to the many customers who came to the event. We will focus on further development of products and technologies based on your valuable opinions about our products.

2020 Chubu Area Commendation for Invention: Ishikawa Prefecture Governor's Award

At the 2020 Chubu Area Commendation for Invention held by the Japan Institute of Invention and Innovation, Ryuhei Asai of our Technical Development Department received the Ishikawa Prefecture Governor's Award for his patent 5890365 "Two-spindle lathe that achieves both vibration dampening and cooling performance".

This technology has already been adopted on many models

including the XW-60, XW-60M, XW-130, XW-130M and XW-200. We will continue to develop new products by inventing and accumulating technologies.



Employee Introduction



When providing machine servicing locally, I sometimes come across situations where I think "It's no good! I don't get it!" and want to give it all up. However, when overcome hurdles like this and resolve the issue for the customer, the sense of achievement is awesome. I often find myself standing in front of people although I actually prefer to hide quietly behind them. I don't really

Hiroshima Sales Office

Jun Uratochi (Joined the company in 2018)

want to stand out! The Hiroshima Sales Office comprises a small number of people, but it is a good place to work together while helping each other, so I will continue to devote myself to helping others.







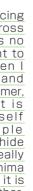
Online NC Schooling Applications Now Accepted: Start getting to know NC lathes online!

We are running an online NC school so that you can learn the basics of NC lathe operation efficiently where you are, without worrying about spending time and money traveling to a venue. The school is held two hours per day over four days, and the standard NC School and online NC School are held alternately. For the detailed schedule, please feel free to contact your TAKAMAZ sales representative, visit our website, or send an email to the Head Office Sales Technology Division

(eigi@takamaz.co.jp). Please note that all online NC school lectures will be held in Japanese.

*When taking the course, please prepare a PC or tablet device with an internet connection and ensure that you can use the cloud meeting tool Zoom for joining as a guest.

*We will run a test to check the connection of customers who are new to Zoom or who are worried about their connection. To do this, we will send you an email inviting you to Zoom, so please click on the URL in the delivered email.



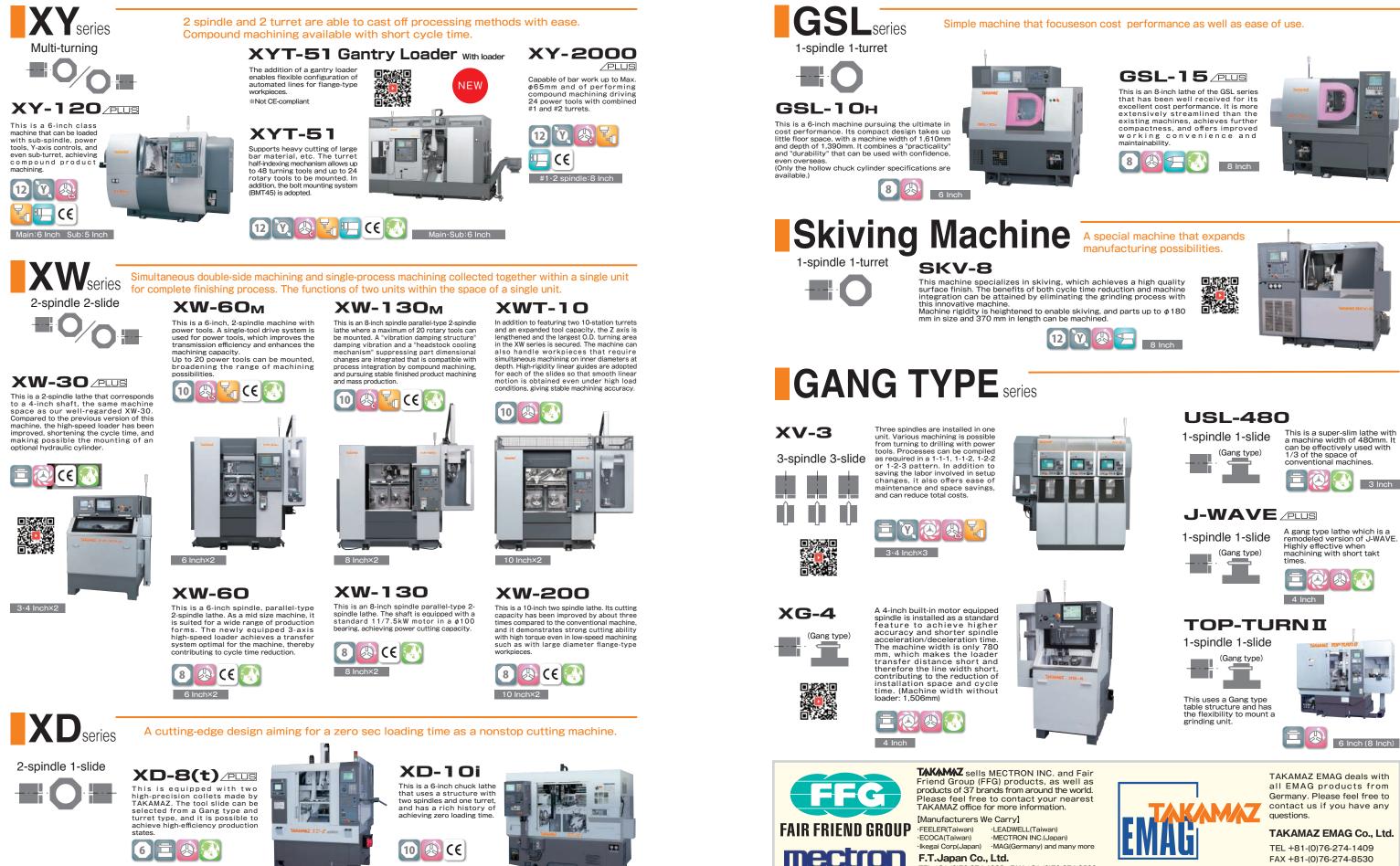
Let's introduce some employees working at TAKAMAZ.

Overseas Sales Department

Overseas Support Division Dongkan Huang (Joined the company in 2018)

My duties include sales work in relation to Taiwan (machining layouts, drafting quotations, etc.), responding to inquiries from Taiwan and Korea, and translating documents into Chinese and English. My hobby is photography, and I always take photos of the sea and sunset at the coast where l pass by while heading home. My earnest nature makes me passionate about our customers requests and I try to deal with

them as quickly as possible. I will keep up my efforts to build a warm relationship of trust between our company and customers, and to do my best while always being mindful of my gratitude to everyone involved in work.



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