

# Yamaguchi Seiki: The *kaizen* kings of automotive plastic injection mold manufacturing

With over 50 years of expertise, Yamaguchi Seiki Kogyo has long been serving Japan's automotive sector, manufacturing high-quality molds through innovative methods and machinery.



"Our business philosophy revolves around *kaizen*, creativity, and human resource development to enable a sophisticated production system that satisfies our customer needs."

**Taichi Yamaguchi**, President, Yamaguchi Seiki Kogyo Co., Ltd.

Since its foundation in 1968, Yamaguchi Seiki Kogyo has been a leading supplier of plastic injection molds,



Thanks to its mold manufacturing for the bumper fascia of the third-generation Toyota Century, one the most popular chauffeur-driven cars in Japan, Yamaguchi Seiki has earned a reputation as a top-level company engaged in innovative mold design engineering, CNC machining and mold making.

focusing on the manufacture of motor vehicle parts and accessories for Japan's automotive industry.

"Bumper molds for the exterior are our core products," says Taichi Yamaguchi, President of Yamaguchi Seiki Kogyo. "In order to ensure quality, we make each

mold up to its conclusion. We have a system in which each process is completed meticulously, and we call this 'self-completion'."

Renowned in the industry for its meticulousness about the design and production of its products, the company's molds are created using machinery, but finished by hand to achieve a superiorly smooth curved surface.



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"As a mold manufacturer, *monozukuri* is about providing molds that satisfy and cater to our customers' needs. To achieve this, continuous improvement based on the *kaizen* philosophy is crucial. We have had

weekly *kaizen* meetings for the past 15 years to improve our competitiveness," explains Mr. Kogyo. "Our



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strength is in acting with customer satisfaction foremost in mind and meeting their quality requirements. We will never say that we cannot do something for them, but rather we will think positively about how we can do it and take it as a challenge."

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