

Integration of TOKAI RIKA's Main Die-Related Functions into Subsidiary

Subsidiary to Be Renamed TOKAI RIKA Smart Craft CO., LTD.

– Creating a more competitive die business through the combination of DX, craftsmanship, and engineering know-how –

Starting from July 1, 2022, TOKAI RIKA CO., LTD. (Head Office: Oguchi-cho, Niwa-gun, Aichi, Japan, President: Hiroyoshi Ninoyu) has decided to integrate its main die-related functions (development, design, and manufacture) into RIKASEIKI CO., LTD., a fully owned subsidiary that manufactures dies, machine tools, and other production equipment. Simultaneously, it has been decided to rename the company TOKAI RIKA Smart Craft CO., LTD., a name that underlines our dedication to the die business by expressing how we manufacture dies in digitally connected *smart* factories through engineering and *craftsmanship*.

Under our “Production under a roof” concept, which aims to strengthen the competitiveness of the whole TOKAI RIKA group, we are re-examining the separate roles played by our Japanese plants, production subsidiaries, and other business partners. With this decision, we are aiming to facilitate new product development and shorten lead times by consolidating die-related technologies, skills, and equipment that are currently dispersed across multiple companies, automating die design and manufacturing through the use of 3D annotated models (3D CAD data), and raising efficiency through digital transformation (DX) technologies such as sensor-based die data analysis. The synergistic effect of these outcomes should help to further enhance the competitiveness of our die business across the whole TOKAI RIKA group and lead to greater sales opportunities outside the group.

Outline of new company:

Name	TOKAI RIKA Smart Craft CO., LTD.
Head office	3-260 Toyota, Oguchi-cho, Niwa-gun, Aichi (inside our Head Office & Plant)
President	Shigeki Naoi (currently General Manager of the Die & Machinery Engineering Div. of TOKAI RIKA)
Capital	30 million yen (100% investment by TOKAI RIKA)
Details of business	- Manufacture of production equipment (inspection tools and jigs) - 3D geometrical measurement - Manufacturer of dies and die components - Assembly of automotive components (service parts)