

We will solve social issues through our corporate activities and actively contribute to society.



General Manager of Business Administration Group
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Since its founding in 1948, Tokai Rika has cherished the founder spirit of “Do what others won’t do.” In addition, we have been conducting our business based on our business philosophy with its keywords of “to contribute to a higher quality of life,” “to nurture the spirit of originality, enthusiasm and innovative challenges,” and “to work in harmony with nature and local communities.” Furthermore, in April 2021, we created a booklet called “Tokai Rika-ism,” which contains the “Words of our predecessors” and the “A Call to Thought and Action” based on which we think and act, and distributed it to all employees in Japan and overseas.

Based on these thoughts, in August we published “My Jinken (human rights) Declaration”: “to be a company that loves its customers, local communities, employees, and their families, then becomes a beloved company” on the special page of the Human Rights Library operated by Center for Human Rights Education and Training.

In January 2022, we established the Diversity Promotion Dept. under the direct control of the President and Executive Vice President to promote the active participation of employees with diverse backgrounds and personalities.

In our mid-term management plan announced in May, we have narrowed down the themes related to “SDGs management” announced last year, such as carbon-neutral strategy, promotion of the active participation of diverse human resources, expansion of new businesses (social problem-solving businesses), and DX promotion. We are working on these for the future development of the company.

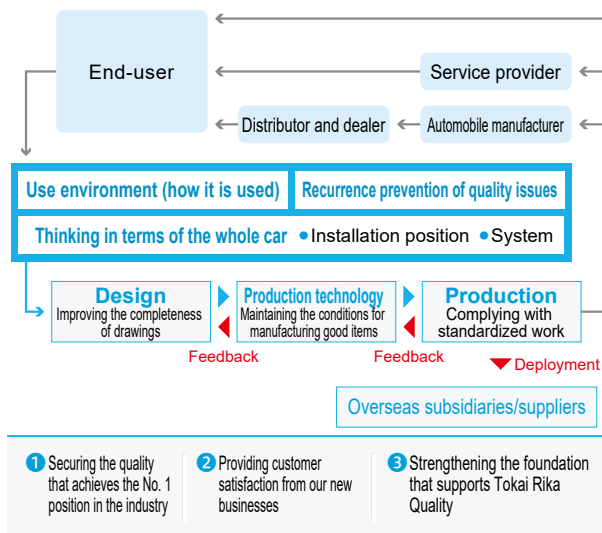
Towards the realization of a sustainable society, we value the idea that “no one is left behind,” raise the awareness and actions of each and every employee, solve social issues through corporate activities, and will actively contribute to society.

Customer Safety and Quality Policy

We promote “the creation of safe, secure, and comfortable products” so that Tokai Rika’s products will remain an indispensable presence in a social system in which they support people’s lives, as well as industrial and economic activities. By regarding quality as “the degree to which we meet the needs of our customers and society,” we are also committed to improving quality activities, by stipulating a quality function policy in order to deliver goods with value that satisfy our customers, not to mention ensuring their safety and security.

Quality Cross-Functional Prioritized Implementation Items for the Tokai Rika Group

Concept of quality improvement promotion activities



1 Securing the quality that achieves the No. 1 position in the industry

By promoting the assurance of product safety based on design and evaluation that thoroughly considers safety and security, and further advancing the assurance of manufacturing quality that “does not allow” and “does not cause” defects, we aim to achieve “No.1 in the industry” quality.

2 Providing customer satisfaction from our new businesses

We are working to develop and realize a system that can provide after-sales service that always stays close to our customers and solves their problems.

3 Strengthening the foundation that supports Tokai Rika Quality

We are working to develop human resources who can see failures as “treasures” and who can compensate for omissions in the work process and improve their work. By strengthening the mechanism for that purpose, we are working to strengthen the foundation for maintaining and improving quality.

Creating a quality culture

We have a permanent quality room where anyone can come to learn in order to pass down the “quality defects” that caused inconvenience to customers in the past and “learning” from them for future generations, and to maintain a culture that prioritizes product safety.



Exhibition of past quality defects



A mock-up that allows you to experience product defects from the customer’s perspective