

The Importance of Tokai Rika's Existence

Do what others won't do



In 1948, three years after the end of the War, when our founder Kato visited a parts warehouse belonging to Toyota Motor Company he found an automotive part abandoned in a corner. He asked, "What is this?" and got the reply, "It's a switch." It was explained to Kato that manufacturing switches took a lot of trouble and nobody wanted to do it. He thought, "Even if nobody wants to do it, somebody has to. This is just the field that we should expand into." He decided to produce switches and established "Tokai Rika Co., Ltd." in Nishibiwajima Town.

Our company started with 35 employees, and our original plant was a rented part of a confectionery plant. Our company name, Tokai "Ri Ka Den Ki" Seisakusho, is a statement of our intention to do anything: "Ri" stands for science, "Ka" stands for chemistry, "Den" stands for electricity, and "Ki" stands for machinery. The aspiration and the spirit of challenge of "Even if nobody wants to do it, somebody has to" from the time of our founding has been passed down through our business philosophy.



Tokai Rika's Business Philosophy

Business philosophy

Our company's business philosophy was established in August 1998 to commemorate our 50th anniversary, and embodies the philosophy of our founder, Yoshio Kato. Based on our business philosophy, which includes keywords such as "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," the "SDGs management" announced in May 2021, which aims to solve social issues in a wide range of fields, and the mid-term management plan announced in May 2022 have been formulated.

1. To create products to satisfy customers and to contribute to a higher quality of life.
2. To build an energetic and promising business organization by nurturing the spirit of originality, enthusiasm and innovative challenges.
3. To honor the language and spirit of the law and the ethics of every nation, and to work in harmony with nature and local communities.



Yoshio Kato,
Founder

Tokai Rika-ism

In April 2021, the booklet "Tokai Rika-ism", which summarizes the "Words of our predecessors" and "A Call to Thought and Action," was published.

The "Words of our predecessors" acknowledges various beliefs, values, and manufacturing methods that have been handed down within Tokai Rika, while "A Call to Thought and Action" serves as a guidepost for us to think and act.

