Tokai Rubber Industries, Ltd. (head office: Komaki City, Aichi Prefecture. President: Yoshiaki Nishimura) held a groundbreaking ceremony for a plant of Tokai Rubber Chemical and Plastic Products (Thailand) Ltd. (TCP), an affiliated company for manufacturing and marketing office automation equipment parts in Rayong Province, Thailand.

Companies manufacturing office automation equipment such as laser printers and copying machines have increasingly established production bases in China and Southeast Asian countries where production costs are relatively low and market expansion can be expected. In response to such movements, with the aim to strengthen product delivery systems for existing customers and to acquire new customers, we established the overseas base in Thailand, a central market in Southeast Asia, in October 2012, as the first such case in our office automation equipment business.

At the groundbreaking ceremony, Takehiro Ohashi, Managing Executive Officer (IT and Electronics Business Unit Director of Tokai Rubber Industries, Ltd.) expressed his determination to enhance the product supply system in growing markets, saying, "As a functional parts production base for office automation equipment manufacturers, we took the first step here. With the aims to ensure customer satisfaction and develop as a company that is firmly linked and develops with the local community, we will make preparations for starting commercial production in the spring of 2014."

In the midterm management plan "2015 TRI GROUP VISION", which marks FY2015 as the final year, the Tokai Rubber Group views capturing growing markets in Asia as an important management strategy. We have mainly pursued overseas development in the automobile supplies business, but we will also actively promote overseas development in other business fields apart from automobiles in the future.

TCP people in a commemorative photo at the groundbreaking ceremony

<Overview of TCP>
Location: Eastern Seaboard Industrial Estate, Rayong Province, Thailand
Description of business: Manufacture and sales of office automation equipment parts
Capital: 800 million baht* (Approximately 2,080 million yen)
Investment ratio: Tokai Rubber Industries, Ltd. 100%
Representative: President Kouji Yamaguchi
Number of employees: Approximately 200 people (FY2015 estimate)
Investment: First year 1,800 million yen
Plant area: Site 33,000m², building 9,000m²
Revenues: 732 million bath* (approximately 1,900 million yen, FY2015 estimate)
(*) Converted at 2.6 yen to 1 baht

【Contact Information】
Yifei Moriya, Public Relations Department, TEL: +81-568-77-4222, E-mail: yifei.moriya@tri.tokai.co.jp