

Panasonic

Company Profile

Panasonic Housing Solutions Co., Ltd.

**Green
Housing**
Panasonic

Today, many social issues around the globe are increasing in severity and also being reflected in growing environmental problems. Along with these we are seeing aging populations accelerating and labor shortages. As we face these significant challenges, we are committed to applying our proven technological strengths and resources to always offer innovative solutions for our living environments as well as for enriching people's lives and society as a whole. We see this as our mission.

Mission

Offering living-space solutions toward a sustainable and enriched society.

Our mission is to offer living-space solutions that are able to enhance people's lives and support their activities so that we may contribute to building a sustainable and enriched society.

Vision

Co-creating unprecedented daily living by expanding our range of provision with reliable housing technology.

We have developed highly reliable technologies that enable us to expand the scope of applications well beyond our current business, entering other businesses and markets.

We envision a future where we are able to consistently devise daily living solutions currently not available through close collaborations with business partners and customers.

Our aim is to realize a form of living that can benefit individuals as well as the environment at the same time.

"Green Housing" is our slogan.

It represents our promise for the future.

"Green" relates to the environment, harmony and improvement while "Housing" relates to our commitment to living.

Joining "Green" and "Housing" embodies our desire to help users create a self-expressive living style while also being friendly to the environment.

Our business extends well beyond residential housing to include public and commercial facilities, expanding to address the global stage.

Our collaborations with business partners will aid us in achieving a sustainable and enriched society as we transform our accumulated and refined technological prowess into a powerful force that supports people's living and our planet.

Please expect great developments from Panasonic Housing Solutions Co., Ltd.



Masashi Yamada

Masashi Yamada
President & CEO
Panasonic Housing Solutions Co., Ltd.

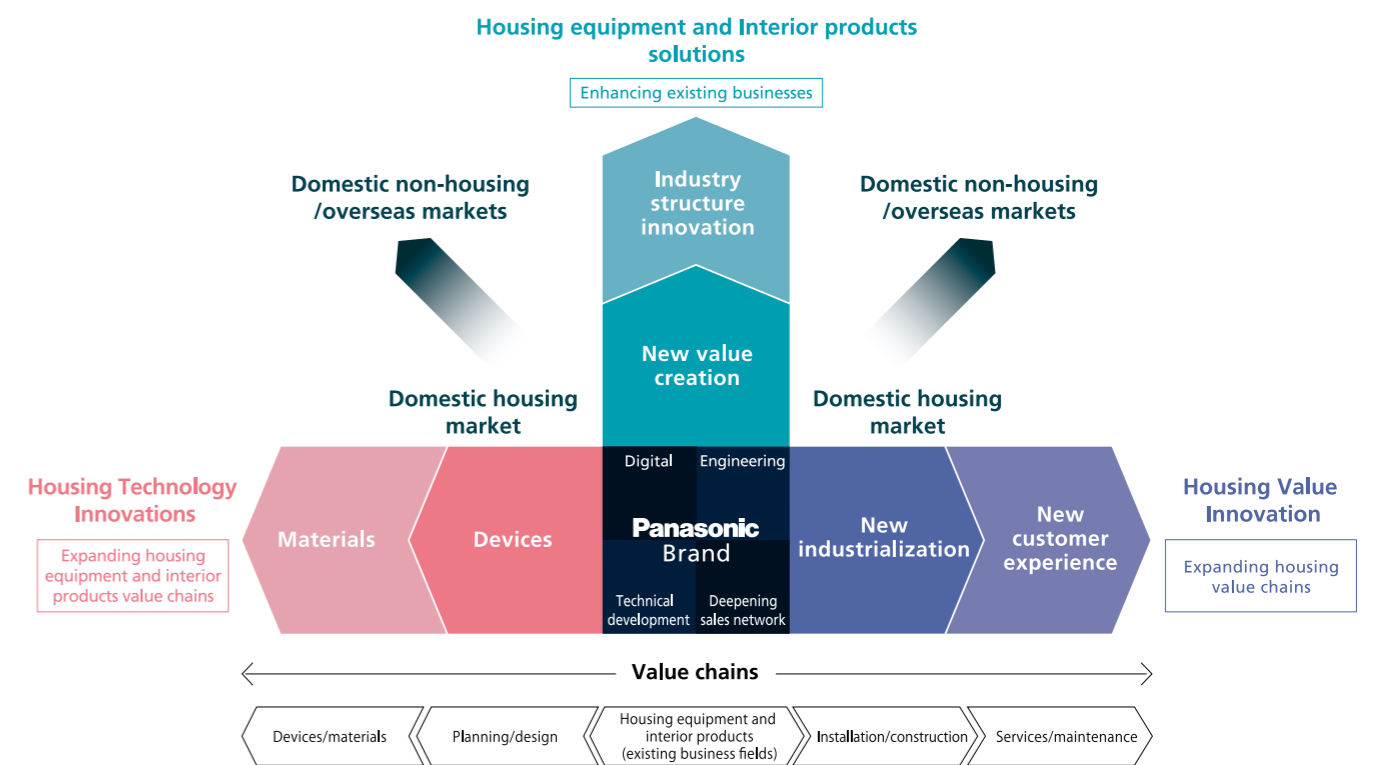


Strategy Outline (Three Initiatives)



Attaining sustainable growth, effectively responding to social issues and changes

Multiple social issues are increasingly coming to the fore. Most prominent are the depletion of resources, urgent energy issues, declining populations and labor shortages. Our society now also is facing many changes in how people make their living, how they work as well as many changes in values too. To help solve such social issues and to respond effectively to ongoing changes, we will implement three initiatives drawing on technologies we have developed and the solid relationships we have established with business partners, all the time striving to expand what we can be relied on.



Three Initiatives

Housing Equipment and Interior Products Solutions

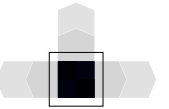
Our initiative is to continue to evolve housing equipment and interior products that are our mainstay product lines. This is the sector in which we research new, innovative functions and value by leveraging proprietary technologies and high-quality manufacturing expertise. To ensure a stable supply of housing equipment and interior products for the industry, we are proactively promoting horizontal specialization.

Housing Value Innovation

This is an initiative aimed at transforming the housing industry. To cope with labor shortages, our efforts will reduce labor requirements and shorten the construction period through new industrialization. Our IoT equipment makes full use of digital technology to deliver new customer experiences by increasing the convenience factor in everyday living.

Housing Technology Innovation

We will also be implementing an initiative to resolve environmental problems and related social issues by extensive utilization of our vacuum panel manufacturing and advanced water control technologies that we have developed to date. Our innovative devices and materials now include more sustainable wood-based materials and resin materials that are soil-resistant for enhanced durability to name a few.



1958



1966



1971



1989



1995



1981



2009



2013



2019



Technical Development

Fully utilizing our technology portfolio to stay close to people's lives

We have a long history in manufacturing, guided by our desire to contribute to advancing people's living and helping society's progress. Our start in the housing equipment and construction materials business goes all the way back to 1958 with sales of rain gutters. Since then we've developed an extensive list of products through constant technological innovation and advanced applications in various fields such as resin moldings and metal processing. Other proprietary technologies will continue to be utilized as we pursue different aspects of living spaces.



Kitchen and bathroom fittings: Resin materials and molding technology

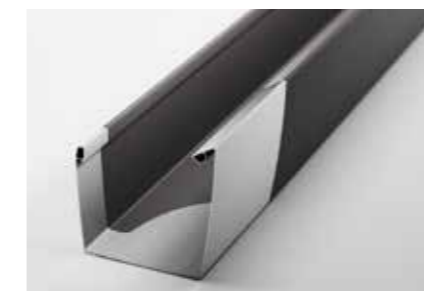
(organic glass materials)

These exclusive materials are water- and oil-repellent, and exhibit strong resistance to dirt and water scaling, being ideal for kitchen counters, bathtubs and toilets. The remarkable strength of these materials also allows them to be ideal for aquarium windows.



Interior Products: Wood aging technology

Special hydrothermal treatment allows woodgrain to stand out, increases the range of colors, and bring out luster. Use of this technology allows creating living spaces having a sense of unity—from flooring, stairs to entrance steps.



Exteriors: Composite molding technology

Integrating steel cores into hard vinyl chloride resin allowed us to succeed in producing high-quality rain gutters that combine the non-corrosive characteristics and excellent durability of plastic with the strength of steel.

Constantly producing the highest quality products at our 25 manufacturing sites throughout Japan

Kitchen and bathroom fittings (8 sites) ··· Moka, Ashikaga, Mito, Ishioka, Kota, Kadoma, Yokkaichi, Kita-Kyushu

Construction materials (5 sites) ······· Moka, Numata, Kota, Hyogo, Kagawa

Exteriors (2 sites) ····················· Maibara, Ritto

Elevator (2 sites) ······················· Narita, Kadoma

Exterior walls and roofing (8 sites) ······· Ashikaga, Kashima, Odawara, Gifu, KMEW Co., Ltd. Shiga, Iga, Sakai, Kita-Kyushu



1967



1982

Refine[®]

1974



2004



1998



1984



2020

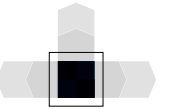
ENJOY YOUR ROOM

#おうち愛

2008

Panasonic
リフォームキャンペーン

Hand in hand with customers



Deepening collaborative relationships with business partners help expand solutions for better living

We support creating better housing around Japan by leveraging our long-established network with business partners who share our philosophy.

Utilizing showrooms that provide excellent customer experiences and consultation services allows us to suggest improved and enriched living options for more customers.



Sales Offices

We offer products optimally tailored to the needs of the times through client companies. The products we handle range from kitchen and bathroom fittings to construction materials, electrical equipment and energy-related products.

Our work helps make dreams come true through our suggestions for more comfortable living and housing. To this end, we will maintain close ties with client companies and build trust-based relationships with them.



Panasonic Renovating Club

By taking advantage of our community-based network and proven track record based on 40 years of business experience, we are committed to introducing new styles of living through customer support for housing renovation and remodeling.



Panasonic Builders Group

Effective partnerships with local housing companies and building contractors throughout Japan allow us to provide high-quality housing built using Panasonic proprietary Techno Structure construction method which is earthquake resistant.



Panasonic Housing Partners

Our network of community-based housing companies offers secure and comfortable living.



Showrooms

Panasonic showrooms at 60 locations across Japan provide customers with convenient housing and interior solutions.

An online consultation service is also available.



Housing Equipment and Construction Materials Solutions

Kitchen and Bathroom Fittings

Panasonic kitchen systems are designed with inventive measures to help families enjoy cooking, while bathroom equipment and accessories provide relaxing and comfortable bathing. Ease of cleaning has also been designed into our products. Self-cleaning toilets are equipped with fully automatic cleaning, disinfection and deodorizing capabilities. All these products help reduce household chores and make living more comfortable.



Kitchen systems



Fully automatic cleaning toilets



Bathrooms



Washbasins

Interior Products

Our comprehensive range of construction materials includes interior materials featuring a wide selection of colors, patterns and designs. Furniture systems are designed to accommodate various plans including teleworking space, partitioned areas and important storage space. Also offered are flooring materials with antivirus, antibacterial and antiallergic properties, helping to make staying at home more pleasant and comfortable.



Interior materials



Interior doors



Furniture systems



Wooden flooring materials



Exteriors

Our exterior materials and related products are the result of extensive research into design and optimized convenience. Included are items such as delivery boxes and parcel mailboxes to reduce redeliveries and provide support for contactless delivery and receipt, as well as mailboxes with improved usability and security. Also included are our distinctive rain gutters featuring high reliability and the advantages of our long manufacturing history.



Delivery boxes



Rain gutters



Mailboxes



Parcel mailboxes

Products by Panasonic Group companies

Among the wide range of products offered by Panasonic Group companies are energy-saving products such as air conditioners providing a clean and comfortable air environment, EcoCute for safe, high-efficiency hot water supplies, and solar power generation systems delivering top-class power generation capacity backed by top-ranked warranties.



Air conditioners



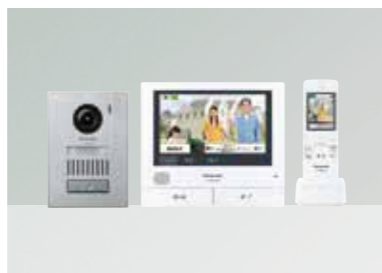
EcoCute



Solar power generation systems



Ventilation systems



Video intercoms



AiSEG2 (Home IoT) systems

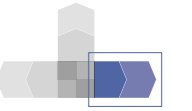


Providing a one-stop solution for living-related products

We offer an extensive range of housing-focused products and materials, including kitchen and bathroom fittings, construction materials and exterior products. Air conditioners, EcoCute heat pump water heaters and solar power systems are also offered in complete packages together with Panasonic Group companies, delivering more value and usefulness for enjoying better living.

Products by Panasonic Housing Solutions

Products by Panasonic Group companies



Providing values required by society, together with our consolidated subsidiaries

The extensive range of Panasonic products and superb engineering that enhance values for daily living includes the Techno Structure construction method for human resource savings and reducing construction periods, elevators from the design stage to maintenance, and one-room studio apartments that offer a fulfilling living space to single-person households.

Housing Value Innovation



Techno Structure construction method

Courtesy: Panasonic ARCHI Skelton Design Co., Ltd.



Elevators

Courtesy: Panasonic Elevator Co., Ltd.



Delivery example



**Studio apartment renovation concept
Solo Studio**

Courtesy:
Panasonic Architectural Ware & Engineering Co., Ltd.



Addressing environmental issues with proprietary technologies

We are able to accelerate the development of eco-friendly materials and devices because we can take maximum advantage of accumulated proprietary technologies.

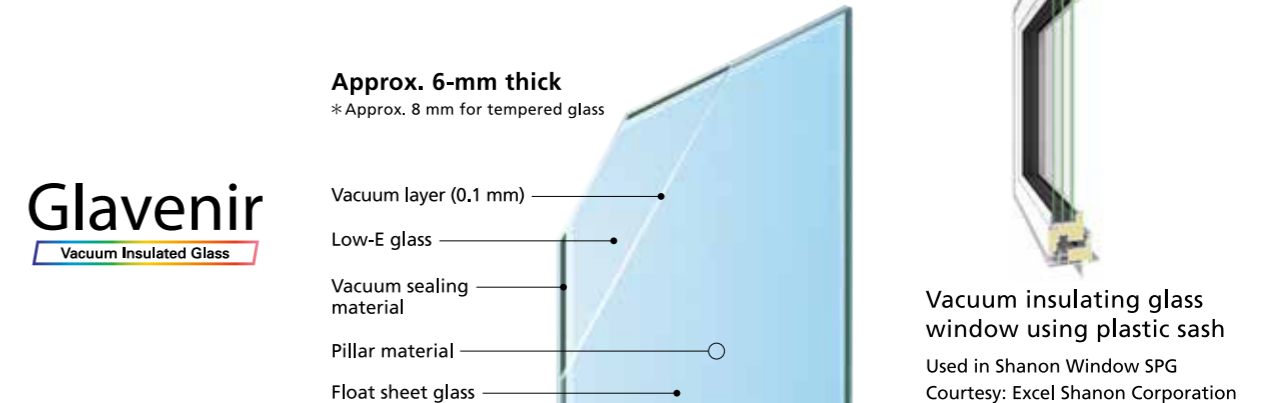
We are also expanding our vacuum insulating glass business as its demand increases along with the demand for energy saving houses. Other environment-saving business revolves around modified water saving technology to protect water resources, as well as next-generation environmentally-friendly materials.

Efforts for further expanding these products and technologies into various global markets will increase our contribution to preserving the environment.

Glavenir vacuum insulating glass

This is a thin and high-efficiency insulating glass utilizing our vacuum panel manufacturing technology perfected over many years for plasma displays. This approximately 6-mm thick glass (about one fifth the thickness of triple glass) delivers performance equal to or surpassing the heat insulation performance of triple glass. This glass was first introduced into the European market with its high demand for insulated windows and in our plastic sash windows for the Japanese market in 2021.

Expanding markets for this product will contribute to houses saving energy.



Recycled wood board technology utilizing oil palm waste

We developed an industry-first* recycled wood technology for producing boards utilizing waste oil palm materials. Oil palms are an indispensable source for collecting palm oil, a common ingredient for cooking oil and detergents. However environmental issues may sometimes be encountered with the methane gas generated from abandoned waste oil palm materials. Our innovative recycling technology aims to popularize the use of the resulting recycled wood boards in the furniture and construction materials market in Japan while helping to reduce greenhouse gas emissions and conserve forests.

* In-company research November 2021



Waste oil palm materials

Recycling intermediate material

Recycled wood boards

Housing Technology Innovation



Non-Residential Housing Business Development

Overseas Business Activities

Expanding into non-residential-use products and materials

Fully utilizing our technologies that have contributed to comfortable and rich living allows us to develop and offer materials and products for non-residential buildings including welfare and medical institutions, educational facilities, offices and commercial facilities.

We will be further expanding the construction materials we can offer for non-residential buildings as we pursue more universal designs, improved earthquake-resistant construction methods, compact elevators, kitchens, bathrooms, toilets, and nonflammable lightweight materials for ceilings.

For non-residential structures



Interior Products for non-residential buildings



Earthquake-resistant construction method Techno Structure

Compact elevators for small-scale buildings

Fully automatic cleaning toilet

Nonflammable lightweight ceiling materials

Major completed projects



Welfare/medical institutions



Educational facilities



Offices



Commercial facilities

Using industrialized products technologies developed in Japan to enhance daily living around the world

Our highly-regarded products and materials are seeing significant expansion in markets outside Japan that are currently experiencing dynamic growth.

Most notably in the ASEAN countries and regions as well as India, China and Taiwan Region, societal changes and newly emerging lifestyles have diversified and modified residential values, requiring many industrialized architectural and construction changes in materials, techniques and methods. We will work on increasing local-oriented products and services to solve social issues and also enrich people's lives from a global perspective.

Thailand



Organized kitchen featuring Japanese quality designed by Panasonic were released in August 2019 in collaboration with a local manufacturer.

In 2022, we will introduce fully automatic cleaning toilet, emphasizing their high-quality appearance in addition to the ease of cleaning, cleanliness, and comfort.

India



Sales of organized kitchen started in 2018 and we will be sequentially introducing other housing products into this market.

Panasonic has also entered into a contract with 11 local distributors with the intention of increasing our sales network within this country.

China



Sales of kitchen storage products and water faucet devices are ongoing in addition to finished products such as toilets and flooring. In view of the increasing demands for room spaces influenced by Japanese design, we will be augmenting our product lineup with the concept of health, comfort and peace of mind.

Taiwan Region



Sales are presently through distributors for kitchens and bathroom fittings as well as interior products such as doors and flooring. In 2021 a new fully automatic cleaning toilet model was introduced.

Company Outline

Name: Panasonic Housing Solutions Co., Ltd.
 President: Masashi Yamada
 Business Outline: Manufacture, sales and engineering of housing equipment and construction materials
 Address: 1048 Kadoma, Kadoma City, Osaka 571-8686, Japan
 Website: panasonic.net/phs/

Sales (Fiscal year 2023)

461.2 billion yen

Employees (consolidated) (as of March 31, 2023)

9,980

Sites (consolidated) (as of March 31, 2023)

Manufacturing sites: 25 Showrooms: 60

Major Products

Kitchen Furniture,
Bathroom & Sanitary Fittings Business Division



Panasonic ARCHI Skelton Design Co., Ltd.



Architecture Systems Business Division



Panasonic Elevator Co., Ltd.



Exterior Products & Systems Business Division



Panasonic Architectural
Ware & Engineering Co., Ltd.



Organization Chart

