

artron: combining trading and manufacturing capabilities to provide optimal solutions

Unique in its role as both a trading company and manufacturer, artron provides optimal solutions and high-value-added products for clients in the Industry 4.0 era, supporting the realization of *monodzukuri* worldwide.



"We strive to help our customers realize their *monodzukuri*, by utilizing our global network and offering flexible proposals"

Akio Shigeta,
President and CEO,
TOA Electric Industrial Co., Ltd.

From artificial intelligence, Big Data and the Internet of things, to autonomous driving, smart devices and nanotechnology in healthcare, the world has entered a new era defined by Industry 4.0 technologies that are set to change the face of business, society and our environment.

Harnessing the power of these fourth industrial revolution technologies, Japan is leading the shift towards the so-called Society 5.0, backed by the innovations, technology and Japanese *monodzukuri* developed by leading companies like artron. Unique in its role as

both a trading company and manufacturer, artron is supporting its clients, both in Japan and overseas, amid these technological changes, offering a range of products, services and solutions for a wide variety of industries, from automobiles and electronics, to healthcare and manufacturing.

Japan's enormous trading companies, known as *sogo shosha*, are famous the world over. However, artron has differentiated itself by diversifying into manufacturing. This, in turn, has allowed the company to serve as a chief promoter and ambassador of *monodzukuri* – the art of Japanese manufacturing – on the international scene. In its quest to become a fully integrated solutions provider for a growing base of global clients, artron is supporting the realization of *monodzukuri* around the world.

"*Monodzukuri* is something that has always been out there in the minds of the people and is something that we have made a concerted effort to promote as part of our brand, which has been realizing *monodzukuri* all over the world since 2016," explains Akio Shigeta, CEO of TOA Electric Industrial, the company behind the artron brand.

"In the case of our business, we were successful

as a trading company but in order to expand to such overseas markets we needed to do much more to differentiate ourselves as a trading company. We had to employ the *monodzukuri* spirit in order to promote the concept to our customers that we were more than just a trading company and that we had valuable products to offer too."

Amid the move towards the Industry 4.0 and Society 5.0 era, clients have indeed found valuable uses for artron's high-quality products and solutions across a range of sectors. For example, in the automotive industry, artron is supplying cameras, sensors, radars and motor invertors for the next generation of automobiles, including electronic and autonomous vehicles.

In the field of electronics, the company provides parts such as LCD screens, touch panels, circuit boards, and cameras for the latest mobile equipment. And in the healthcare sphere, leading medical device manufacturers depend on artron's high-quality components to develop state-of-the-art medical equipment such as endoscopes, catheters, ultrasonic equipment and more.

With data-centers being the pumping heart of this

new data-driven era, the demand for high-performing server-related equipment will also continue to grow. For its part, artron supplies clients with the cooling systems needed to prevent the critical overheating of servers, among other equipment.

"Cooling systems for CPUS (central processing units) are something we are involved in in this respect. One product is the RDHx (rear door heat exchanger), which is used in the rear door of the server rack to cool the hot air coming out of its rack," explains Mr. Shigeta.

"Another product is the CDU (cooling distribution unit) that can help our customers to implement direct chip (CPU) cooling with coolant or treated water. We have been engaged with these liquid cooling solutions since 2011 and have been the leading company in this market since then."

Drawing on its know-how gained over the past 70 years as a trading company with a track record of handling over 30,000 electronics and electrical components, and backed by its capabilities as a leading manufacturer of *monodzukuri* excellence, artron will continue to provide optimal solutions and high-value-added products which exceed customer expectations.

Realize your Monodzukuri.

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