

STRATEGIES FOR THE CREATION OF VALUE

High quality	Products satisfying customer requests with high reliability
Low power consumption	Products delivering superior performance without consuming vast amounts of electricity
Downsizing	Products delivering high performance with few materials and thus contributing to end products fitting high functionality into a compact package
Abolishing use of toxic substances ...	Products not containing toxic substances
Safety first	Production processes designed with safety in mind allow operators to work free from <i>muri</i> (overburden).
Following rules	Operating in accordance with standardized procedures holds the key to minimizing irregularities between items.
More efficient use of energy	We minimize the energy used in manufacturing products.
100% yields	Stable production of high-quality products requires not allowing rejects and other forms of <i>muda</i> (wastefulness) to arise.
Reuse and recycle	Whenever possible, we use reused and recycled goods as materials for production.
Minimizing emissions	Wherever possible, our production processes strive for zero levels for emissions and other forms of <i>muda</i> (wastefulness).
The OHSMS, ISO9001, IATF16949, and ISO14001 standards specify, as tools for use in promoting Smart Product development, management systems for occupational health and safety, product quality, the environment, etc.	

The TAIYO YUDEN Group establishes processes and designs products and services under the concept of “smart” in order to achieve our vision—to be an excellent company that enjoys the trust and highest regard from our customers. We define the products that emerge as a result of these processes and designs as “smart products,” and through the delivery of these smart products aim to solve social issues, thereby providing our customers with excitement.

TAIYO YUDEN VISION

To be an excellent company that enjoys the trust and highest regard from our customers

