

Smart Product Development System

TAIYO YUDEN proactively promotes the development of Smart Products that reduce environmental impact by eliminating the three M's – *muda* (wastefulness), *mura* (inconsistency), and *muri* (overburden).

The Smart Products that we have in mind reflect environmental considerations not just when they are used, but at all stages from design through production, sales, and incorporation into the final product right up to final disposal. This means eliminating what in Japanese are called the three M's - *muda* (wastefulness), *mura* (inconsistency), and *muri* (overburden) - over the entire life cycle of products to give them value for the customer, the local community, and our employees.

The first step is using management systems for occupational health and safety, quality, environment and other aspects as development and promotional tools to create Smart Processes that eliminate the three M's; the second, taking usage and final disposal into due consideration, reducing the environmental impact to create Smart Design. These key concepts of Smart Processes and Smart Design lie behind TAIYO YUDEN Group's approach to developing Smart Products.

Contributions toward the global environment and society

- 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

Response in regard to business activities that utilize digital transformation (DX)

- Safety first** Production processes designed with safety in mind allow operators to work free from *muri* (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 *muda* (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 *muda* (wastefulness).

TAIYO YUDEN utilizes management systems that cover such areas as occupational health and safety, quality, and environment as the basis for its business operations in providing smart products. These management systems conform to OHSMS, ISO9001, IATF16949, and ISO14001.

TAIYO YUDEN VISION
 To be an excellent company that enjoys the trust and highest regard from all stakeholders

