

# SUSTAINABLY SMART TECHNOLOGY

Nitto Kohki's quick coupling "CUPLA" innovation offers great promise for green tech.



**AKINOBU OGATA**  
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**MANY FIRMS DISCUSS THE ADVANTAGES OF** pursuing smart technology and sustainable development goals. At Nitto Kohki, these elements are literally being built into the fabric of the business. When the company's new production plant opens next year, it will feature energy-saving technology and labor-saving automation. According to CEO and representative director Akinobu Ogata, the components manufacturer is seeking to strengthen its sustainability and mitigate the looming workforce demographic crisis—

while also offering a much-needed boost for the Fukushima area following the devastation of the Great East Japan Earthquake in 2011. “A new plant with the latest technology is being constructed, and steps have been taken to establish a multipurpose smart factory that can produce all Nitto Kohki products,” says Ogata. It’s not just the company’s capital projects supporting the green economy. Its energy efficient CUPLA coupling component is playing a major role in hydrogen power development. The product works by connecting conduits for fluids and gases with reduced energy wastage. CUPLA is used in automotive giant Toyota’s hydrogen fuel-cell car, Mirai, and Ogata hopes to roll it out to even more vehicles and power supplies. External factors, such as the expansion of demand for air conditioning equipment due to global warming and the transition to water-cooled data servers will further drive the development of CUPLA. “In addition to the already internationally acclaimed CUPLA, we will also be releasing products to meet decarbonization and labor-saving needs in manufacturing,” says Ogata. With an important manufacturing site already established in Thailand, the company is hoping to expand overseas. China will continue to be key, while the potential of the burgeoning Indian economy has been keenly observed. “Strengthening overseas business infrastructure is important. We will explore high-end demand and develop new markets to expand and diversify sales channels, enhancing our competitiveness in international markets,” says Ogata. ■

**For more information:**  
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