

# Creating Production Systems that Assure Improve Customer Satisfaction

**A manufacturer can make 10,000 of a product, but the customer only cares about the quality of the one he bought.**

## Quality Policies

Konishi currently has three production sites, at Shiga, Tohchigi, and Urawa. Total types manufactured are over 1,000, and extend into all social fields from general household adhesives to industrial adhesives and construction and civil engineering adhesives.

We deliver the highest satisfaction and quality to diverse customers. "A manufacturer can make 10,000 of a product, but the customer only cares about the quality of the one he bought", which is cited as a quality policy, derives from such ideas. These words, which anybody can understand, not only indicate the direction in which the entire production department should progress, but also comprise the policy to encourage self-awareness and responsibility among each and every individual employee, and is linked to the establishment of an organizational climate where employees think for themselves and take action.

This is an organization of constant learning with the focus on the customer. It is this very practice that strengthens the relationship of trust with our customers.

## Promoting Diverse Activities to Reify Quality Assurance

### Quality Assurance

"Until it is delivered into the customer's hands, it is Konishi's responsibility". This is the idea at the root of quality assurance.

We have created a flexible production system that can respond instantly to changes caused by disasters and increased demand to continue safe operations and stable supply, which could be called a lifeline for manufacturers. Not only do we implement thorough quality management from raw materials procurement to shipping, but we have also implemented high-quality shipping by establishing a logistics system that directly binds sales to production. Further, we assure high-level quality through diverse activities that incorporate quality management systems based on ISO 9001.



# High Quality Is Bound to

## High-Quality and Speedy Production by Rationalizing Facilities and Mechanisms

### Production Rationalization

Konishi promotes production rationalization for higher level quality. One such example is production line automation. Human error is greatly reduced by configuring simple processes that eliminate waste. Marketplace competitiveness is strengthened by reducing costs through improved production efficiency. There are, however, many processes that require human skills, wisdom, and experience due to the characteristics of adhesives, the chemical products, and so not everything can be entrusted to machines. Whereupon, we created an efficient production system that effectively allocated production supervisors and production facilities to speedily manufacture high-quality products.

### Improving Customer Satisfaction by Introducing Integrated Production Facilities 2-way Pack/Application Pack Series

The major characteristic of the BOND KU928C-X 2-way Pack (see Note) developed by a team of research, sales, and production supervisors is the ability to select the method of use according to the personal tastes of the workers, in addition to the high functionality of the adhesive itself. Despite mainly outsourcing container production, Konishi introduced facilities to implement integrated manufacturing from container packing materials to fillers since the containers are heretofore unique. In this way, we have been able to promptly increase orders and expand our lineup in addition to the rationalization and improved efficiency of the production processes to simultaneously achieve glowing reports from the marketplace and customer satisfaction.

Note: See P8 for details of this product.



## Manufacturing Bases



Tohchigi Factory



Urawa Factory



Shiga Factory