

TOX-RIX PRESSOTECHNIK Co.,Ltd.

TOX-RIX PRESSOTECHNIK Co. is a Japanese arm of TOX PRESSOTECHNIK GmbH & Co. KG, headquartered in Germany. The company offers technical service for TOX® products (standard) and engineering services where products are customized to each customer's configuration. It is trying to collaborate with other Asian affiliates, while developing business meeting regional needs.



Company Profile

● Representative President	Hiroaki Tatara
● Locatio	1261-1 Oaza Satani, Sue-machi, Kasuya-gun, Fukuoka
● TEL	+81-92-934-4888
● URL	http://www.tox-jp.com
● Established	July 2000
● Parent Company	TOX PRESSOTECHNIK GmbH & Co. KG (Germany)
● Capital	¥10 million (100% owned subsidiary)
● Number of employees	11
● Description of business	Sales of joining systems and engineering services for TOX® products

Reasons for Starting Business in Kyushu

- Seeking for improvement of technical services, supporting company:
 - Rix Corporation, a machinery trader headquartered in Fukuoka City, dealing with TOX products as an exclusive sales agency in Japan, with headquarters in Germany has the intention to improve technical services in Japan. In line with this intention, TOX-RIX PRESSOTECHNIK Co. was established with support from Rix Corporation. In March 2007, its office moved to the current building.
- Expectation of collaboration with other Asian affiliates, good accessibility to the airport
 - We judged that collaboration with other affiliates in Asia (Shanghai, China and Busan, South Korea) is possible and took good access to the airport into consideration for transporting products from Germany and for providing a good service to customers.
- Employment of well-qualified persons
 - There were other candidate locations, considering that we will sell products targeting the automobile industry; however, we judged that it is easier to employ well-qualified persons in Fukuoka.

Business Conditions

- TOX PRESSOTECHNIK Group (headquartered in Germany) has its affiliated corporations in 16 countries and agency network in 21 countries. The company's core technology is joining (caulking) technology for crimping two or more metal plates. It sells and provides engineering services for joining systems. In this field, TOX Group is the leader in the global markets.
- The pillar business of TOX-RIX PRESSOTECHNIK Co. is to import and sell TOX products (standard) and to provide technical services and engineering services where products are customized to each customer's configuration. The company has a wide range of customers, including automobile part companies, consumer electronics and office automation manufacturers and housing-relating companies. The company contributes to weight saving and cost reduction for making environmentally friendly automobiles.
- The company is collaborating with other affiliates in Asia, including procurement of parts from the plant in China and cooperation with local offices in regard to after-sale service (in the case where customers use products in China or South Korea).
- In addition to standard TOX products, the company provides engineering services to meet customers' needs. Connection with the region, including starting business with new companies in Kyushu, has been created. Our employees are mainly from the region.
- Although we are conducting business globally, we still need to care about Japan's own business practices (pricing, employment system etc.), so we are trying to operate our business incorporating Japanese styles, seeking understanding from the parent company.

Future Prospects

- Expansion of the range of products for Japan
 - We would like to expand the range of products for Japan by selling TOX products that have not yet been sold in Japan.
- Technology development of localized products
 - The headquarters of TOX PRESSOTECHNIK recognizes the importance of the Japanese market, so we will try to create localized products with an eye to collaborate with local universities.



