

Hochiki Corporation sets the highest standards in fire safety systems

Established in 1918 as Japan's first fire prevention equipment manufacturer, Hochiki is today a global leader supplying best-in-class fire safety equipment designed and tested for optimum performance.



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Akio Yamagata,
President and CEO,
HOCHIKI CORPORATION

What do the UK's Peterborough Cathedral, the European Parliament building in Brussels, United Airlines' US headquarters, Australia's Brisbane Airport, and China's National Museum have in common? All of these iconic buildings have been fitted with the high-quality fire safety systems developed by Japan's most-experienced fire preven-

tion equipment manufacturer, Hochiki Corporation. Established in 1918, Hochiki Corporation was the first company in Japan to develop fire alarms back in 1920, and has played a pioneering role in fire safety and prevention over the past century.

Today, Hochiki offers a range of market-leading solutions covering fire alarm systems, fire-extinguishing systems, information and communication systems and security systems, all of which have been designed and tested at the company's state-of-the-art R&D center to ensure optimum performance.

Having gained its experience in developing technologies to meet Japan's strict fire safety standards, Hochiki boasts a sterling international reputation as a company offering fire prevention equipment of the highest quality, safety and reliability. The company's fire alarms are trusted to keep buildings and people safe across the globe, including in the US and Europe, where it has gained certification in respective UL and EN standards.

"At Hochiki, we not only meet guidelines and standards such as UL standards in the US and Europe's EN standards, but we also set high standards that go beyond them. Once you're able to gain certifications in these



"Being in charge of our overseas department for three years before becoming president, I really was able to understand the ways in which our products were of higher quality compared to other products on the market and I received many comments from our clients overseas, highly praising our Hochiki fire alarms. They particularly liked the accuracy of when the fire alarms went off and we pride ourselves on such performance."

Not only does Hochiki offer the best quality fire alarms on the market, the company also differentiates itself from the competition by providing a high level of technical support and customer service. The company's high standards in customer care also stem from its experience in meeting the demands of the Japanese market, where it holds an approximate 25% market share.

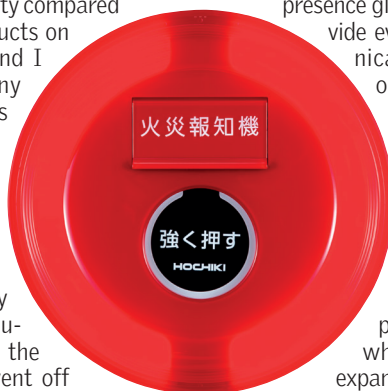
"In Japan, quality is not only about the products, but also about the attentive support. Our basic philosophy is to develop products of Japanese quality on a global scale. Each of our sales offices will provide customer

support that is tailored to the characteristics of each region," Mr. Yamagata explains.

"Moving forward, we definitely want to continue to strengthen our presence globally and provide even more technical support to our clients. We consider it a big deal that we are certified in both UL and EN standards and we see this certification as a platform upon which to further expand globally."

Mr. Yamagata has always held the belief that the ultimate mission of those working in the field of fire prevention is to strive to ensure there are zero mortal victims of fire. "I know that seems really idealistic," he says. "But it is still something that is the ultimate goal and objective of those working in this field, and is something I hold myself to."

Such earnest ideals have led this 103-year-old company to become a brand that is trusted worldwide, and will continue to ensure its growing role in global fire prevention over the next century.



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Given Japan's proneness to natural disasters, fire prevention and safety is of the utmost importance, which is why the Nippon Nation has some of the strictest standards in the world.

two markets, your products are accepted everywhere else. It's a great honor that many well-known institutions around the world have been utilizing our fire alarms and sensors," says Hochiki's president and CEO, Akio Yamagata.