Business Offer

Japanese chemical industry company seeks distribution partner in Europe for its sealing compounds

Summary

A Japanese manufacturer of sealing compounds/putty is searching for distribution partners so as to establish itself onto the European market. Their product is used for sealing gaps and is mainly applied in the shipbuilding, railway, construction and automobile industries. Among others, potential partners should be well-established companies with contacts with engineers installing electronics in the aforementioned sectors.

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Reference	BOJP20160414001

Details

Description

A Japanese manufacturer of sealing compounds is looking for a distribution partner in Europe for its products.

The company is manufacturing sealing compounds/putty and adhesives of epoxy resin.
The products are used to seal gaps and spaces, between for example cables or pipes and surfaces, and make them waterproof and protect them from insects, corrosion or dust. As a results, the products are frequent applied to electrical cables. The putty can also be comfortable applied under any condition as it is flexible, mouldable and pliable. That means irrespective of different sizes of gaps, types of base material, number of cables, etc.
Finally, a wide range of product types is available: from paste to liquid.
The company would be willing to customize its products in line with customer's preference and needs.

The company has obtained the following certifications for their products:
- EN45545-2 (ISO4589-2,EN45545-2/ISO5659-2,EN45545-2:2013 Annex C Method2)
- NFPA130 (ASTM E162,ASTM E662,BBS 7239)
- IMO Resolution MSC.307(88)-2010 FTP Code

It is one of the leading manufacturers of putty in Japan. They have a market share of nearly a 100% in the Japanese shipbuilding industry and approximately a 70% market share in the Japanese railroad industry.
They have been steadily enlarging their sales in the shipbuilding industry abroad, especially in China, South Korea, Brazil and Southeast Asia. Now, they are planning to expand their putty products into the European market focusing on their unique advantages and value.

The company is primarily targeting the infrastructure sector including construction, shipbuilding,

the railway and train industry, and automobile construction. Therefore, as the products are often used for sealing gaps between cables, the potential partner should be familiar with those sealants like silicone caulking and should have business channels with electrical engineering companies and railway carriage builders. They would like the partner to exploit their sales/business channels in Europe, therefore a well understanding of the targeted market needs is expected.

Furthermore, the potential partner should be a well-established distributor with existing commercial distribution channels in the sector of chemical sealants/sealing materials of its region or country.

Although the company is selling their products internationally through a Japanese intermediary company, the partner could be a contact point to follow-up any inquiries about the quality and performance of the products. Other inquiries might be re-directed to the intermediate company. Furthermore they delegate to the Japanese intermediary on margin-based trading related issue.

The potential partner is expected to be responsible as a local business base of distribution channel by working together with all involved parties according to their business organisational structure.

The company or its Japanese intermediary would be happy to provide product samples and catalogues for free for promotion and user's testing purposes.

The partner could obtain an advantage on development of business partnership with the company following the successful dissemination of the product in the European market.

The product could be a potential hit in Europe because it has been originally branded in Asia where it already obtained very positive feedback, whereby it could be an alternative solution to the existing major product in Europe such as silicone caulking.

Advantages and Innovations

The company's putty products have several advantages:

- Compared to other competing products, the application process is very easy and comfortable, because no supplementary tools are required. This results in increased work efficiency which would reduce labour costs, material cost and inventory storage cost.
This improvement is exemplified through an example of one of their clients in the shipbuilding industry.
Using this company's putty instead of a competing product, the shipbuilder reduced processing time by 1/3.
- No specific technical know-how is required for the application process, making skill transfer easy.

Keywords

Market

08001	Chemicals and Materials
08001015	Other speciality materials

NACE

C.20.1.4	Manufacture of other organic basic chemicals

Network Contact

Issuing Partner

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Open for EOI : Yes

Dissemination

Send to Sector Group

Bio Chem Tech

Restrict Dissemination to Specific Countries

Austria, Belgium, Bulgaria, Croatia, Cyprus, CzechRepublic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UnitedKingdom,

Client

Type and Size of Organisation Behind the Profile

Industry SME 50-249

Year Established

1962

Turnover

10 - 20M

Already Engaged in Trans-National Cooperation

Yes

Experience Comments

The company is basically trading with foreign companies through a Japanese distributor. They used to have local distributors in the sector of putty products for ships in China, Korea and Singapore.

Certification Standards

ISO 9001
ISO 14001

Languages Spoken

English

Client Country

Japan

Partner Sought

Type and Role of Partner Sought

The company is looking for a local distributor to establish itself onto the European market.

Each involved party will play owns a role as an independent-distribution channel in line with business partnership commitment since the partnership to be made up by the company, its Japanese intermediary company and the EU partner.

The partner is expected to purchase the company's products through the Japanese intermediary company. It should basically be a pre-purchase in terms of sales and return. The partner should supervise inventory management or sales strategy planning on their own responsibility.

The following conditions are recommended:
Knowledge of the local marketing strategy and compliance issues;
Covering a large area in the region of activity with a well-established distribution network and owning warehouse for efficient transportation;
Economically feasible to make use of the existing distribution channels expected for orders of larger quantities to maximize economies of scale;
Previous experience in dealing with foreign companies in terms of commercial distribution;

Finally, it would also be ideal if the partner has at least one technical expert or adviser supporting any inquiries on the sealing product.

Type and Size of Partner Sought

SME 11-50,251-500,SME 51-250,>500

Type of Partnership Considered

Distribution services agreement

Attachments

BOJP20160414001-picture 1.jpg

Standard Putty

BOJP20160414001-picture 2.jpg