

# Partnering Opportunity

Profile status : Published

## Business Offer

### A Japanese manufacturer of price-competitive smart toilets is seeking agents or distribution partners in the EU

#### Summary

*This Japanese manufacturer of smart toilets is looking for partners in the EU. They offer a smart toilet that fulfills all necessary basic functions, at an affordable price compared to competitors. The company already has partners in wider Asia, and wants to expand their market to the EU. Ideal partners have connections to end-users in public facilities and sanitary appliance industries. They would like to engage in distribution services and commercial agency agreements with relevant partners.*

**Creation Date** 02 September 2020

**Last Update** 30 August 2021

**Expiration Date** 04 September 2022

**Reference** BOJP20200902001

**Public Link** <https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/3552c96d-ab0e-4e8d-8133-10bdbe847eb6>

#### Details

##### Description

This Japanese company established in 2011 is specialized in the research and development of electric smart toilets. Their product is the standard electric smart toilet popular in the Japanese market, and has all basic functions such as rear cleansing, front cleansing, a drying function, seat heating, a power-saving mode, and a built-in light.

The companies' products are utilized in newly constructed buildings and sanitary appliances industries. For example, their product was implemented at an airport in China and Vietnam and the company also has a partnership with sanitary appliance stores and manufacturers as well as construction companies in Vietnam, Malaysia, India, Philippines, New Zealand, and Qatar to name a few countries. The company has also provided electric smart toilets directly to overseas customers.

The company toilets fulfills CE marking, RoHS and IEC Conformity Assessment for Electrotechnical Equipment and Components regulations in plus of ISO one. Currently, the company is looking to expand their market into the EU and are looking for experienced distributors or agents with connections to sanitary and construction industries in EU countries. A distribution services or commercial agency agreement will be signed with relevant partners.

## Advantages and innovations

The company product has three advantages in terms of its price, after sales service, and maintenance:

1. As for price, in comparison with other Japanese toilet manufacturers, their product is affordable (approximately 20-30% less expensive) despite providing all basic functions prevalent in competing products.
2. Regarding after sales service, the company provides a warranty period of three years from the date of the product delivery. This is longer than all domestic competitors.
3. In regards of maintenance, the company product has two nozzles: one is for immediate use and the other is for replacement. Most competitors do not provide nozzles for replacement. The nozzles are easy to eject and replace, thus users can maintain the core of the product without company intervention.

Furthermore, the company also provides two filters for purified water, which is used in order to sanitize the nozzle before and after use. The filter has to be exchanged every six months, but users do not need professional help for the replacement and can do it by themselves making the device very user-friendly.

---

## Keywords

### Market

07004003	Home furnishing and housewares
07004005	Furnishing and Furniture

### NACE

C.27.9.0	Manufacture of other electrical equipment
----------	---

---

## Network Contact

### Issuing Partner

EU-Japan Centre for Industrial Cooperation

### Contact Person

Rijnties Mark

**Phone number**

+8136040281

**Email**

*info-eu@een-japan.eu*

---

**Open for EOI:**      **Yes**

---

**Dissemination**

---

**Restrict dissemination to specific countries**

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

---

**Client**

---

**Type and Size of Organisation Behind the Profile**

Industry SME 50-249

**Year Established**

2011

**Turnover**

1 - 10M

**Already Engaged in Trans-National Cooperation**

Yes

**Certifications Standards**

ISO 9001  
ISO 14001

**Languages Spoken**

English  
Russian  
French  
Spanish

**Client Country**

Japan

---

**Partner Sought**

**Type and Role of Partner Sought**

The company is looking for potential sales partners who are capable of dealing with their products. They must have the necessary know-how to develop sales channels across EU markets providing access to a wide range of end-users such as hotels, public buildings, construction sectors, and sanitary appliance industries.

Experience with the sales of sanitary materials and having networks in the sanitary ware market are preferred but not mandatory. Ideal partners are expected:

- To promote and sell the company products in relevant sectors.
- To conduct ongoing market evaluations for the Japanese companies' products and to put effort into enhancing the companies' brand image in order to increase the market awareness and sales of their product.

**Type and Size of Partner Sought**

SME 11-50, SME <10, 251-500, SME 51-250, >500

**Type of Partnership Considered**

Distribution services agreement  
Commercial agency agreement

## Attachments

---



Example of product

Example of product



Picture describing functions

Picture describing functions