

Partnering Opportunity

Profile status : Published

Business Offer

Japanese pipe fitting manufacturer looking for distribution partners and sales agents in the EU, particularly in Germany

Summary

An environmentally conscious Japanese company is looking for distributors and sales agents for its pipe fittings to enter the EU market.

The company is offering high resistant fittings with a pipe enlargement system that is new for the EU market, although already on the market for over 40 years in Japan. Either a distribution or commercial agreement will be agreed with relevant partners able to support the company expansion in the EU, with a focus on Germany.

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Details

Description

The Japanese company devotes itself in manufacturing stainless steel products friendly to global environment and 100% recyclable as well as conserving natural resources and achieve reduction of waste substances through its business activities.

Entering the EU market for the first time, the company's pipe fittings feature a very specific connecting method, the so-called "pipe enlargement system", that is completely new in the European market. However, it has more than 40 years of sales history in their Japanese domestic market. Outside of the EU the company has partners in South East Asia.

Possible applications for the pipe fittings they manufacture are water, hot water, compressed air, and steam up to 20 bar and 100 degrees Celsius.

In order to introduce this new product to their focus end users targets, namely food, chemical and pharmaceutical factories, they already exhibited at three trade shows in Germany from 2018 to 2019.

The company is looking for partners to help them increase their presence in the EU, in the form of distribution services or commercial agency agreements. An exclusive agreement with one distributor cannot be accepted at the beginning, but could be considered for the future. Ideally, the company would like to cooperate with a German partner (key focus of their strategy) but they would be interested and pleased to be contacted by any other potential EU partner.

Advantages and innovations

The system offered by the Japanese manufacturer utilizes a pipe connecting method, and a pipe enlargement system consisting of an original structure. In order to install their fitting, no specialized technology is required. There is also no need to use heat or flames during the installation. The working speed of the system is almost equivalent to a press type fitting system.

The manufacturer performed tensile (tension) and bending tests on pipes of a press type, welding type, and on their own system. For the tensile test, the press type broke when a force of 3.400 Newton was applied. However, in the case of both the welding type and their system, no detachment was observed even when a force of 11.250 Newton was applied. This means their system has excellent durability equivalent to that of a welded type fitting.

The product is also certified DVGW W534 in Germany for usage in drinking water installation systems, and has passed rigorous tests in line with the requirements for this certification.

To enlarge the shape of a pipe, the company has a dedicated pipe expansion machine that can be operated easily regardless of experience. Their system uses stainless steel pipes with a thin wall thickness of around 1.0 mm. The system has great portability when assembled into units compared to thread type and welded type pipes which have higher wall thickness.

Keywords

Market

08003007	Other industrial equipment and machinery
08005	Other Industrial Products (not elsewhere classified)

NACE

C.25.9.9	Manufacture of other fabricated metal products n.e.c.
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Network Contact

Issuing Partner

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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

Client

Type and Size of Organisation Behind the Profile

Industry SME 50-249

Year Established

1964

Turnover

20 - 50M

Already Engaged in Trans-National Cooperation

Yes

Certifications Standards

ISO 9001
ISO 14001

Languages Spoken

English

Client Country

Japan

Partner Sought

Type and Role of Partner Sought

The potential partner should be familiar with food and chemical industries and keep some stock volume for customers. The length of the partners' industry experience is not an issue. However, the Japanese manufacturer would like to be proactively involved in the decision-making process, and visit the customers of the potential partner together before the partner establishes a contract. This is so that the Japanese manufacturer can have a voice in the decision whether or not to establish a contract. The Japanese manufacturer prefers to build a long-term relationship.

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