

# A Japanese garden tool manufacturer is seeking agents and distribution partners in the EU

## Summary

Profile type	Company's country	POD reference
<b>Business Offer</b>	<b>Japan</b>	<b>BOJP20220922004</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b> <b>Supplier agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Alessandro PERNA</a>	<b>22 Sep 2022</b> <b>21 Sep 2024</b>	<b>5 Sep 2023</b>

## General Information

### Short summary

A Japanese producer of innovative gardening equipment is seeking a partner in the EU in the form of distribution services and commercial agency agreements. The company is one of the leading manufacturers of long-reach gardening equipment, such as pruners and branch secateurs which is mainly used by professionals. They are looking for partners that can help them expand their presence in the EU market, and are hoping to establish mutually beneficial long-term partnerships.

### Full description

This Japanese company founded in 1974 has almost half a century of experience manufacturing innovative gardening equipment. They are currently focusing on the production of high-quality tree pruning products. The company invented the world's first (Japanese style) long reach pruner in 1985. Although there were (European style) long reach pruners using a wood pole and rope at the time, Japanese style long reach pruners have an aluminium pipe with a steel shank inside.

Since then, the Japanese company has been producing numerous long reach tools and "long reach" has become a staple feature of their products. Nowadays, Japanese style long reach pruners can be seen everywhere in the world, however many of them are not made in Japan. This well-established company would like to introduce genuine made in Japan equipment with usability and robustness which fulfil professional usage requirements to the EU.

Their product line-up ranges from manual to battery powered tools. Battery powered products are increasingly popular due to their user-friendliness and labour-cost reducing qualities. This is especially true in countries facing an aging populace such as Japan. For example, the long reach of their equipment means it is not necessary to use a ladder, leading to increased safety. Furthermore, they have a wide range of pruning solutions in their portfolio: from hand tools to battery powered, from leaf treatment to thick branch cutting.

The companies' products also fulfil the CE-marking criteria.

The company is currently focusing on niche markets such as professional gardeners, landscapers, arborists, orchards, and nursery tree growers. The company supplies on-demand pruning solutions tailored to each unique individual need. The company has already succeeded in becoming one of the leading gardening tool manufacturers in Japan. For example, their long reach branch secateurs sell more than 40,000 pieces every year. The company now feels it is ready to increase its market share in the EU market.

The company has been exporting its garden tools to many overseas country's channels for more than 20 years through domestic trading companies. The destinations include Europe, the Middle East, Asia, and the United States. The majority of this indirect export business is for their hand garden tools. On top of their indirect export, the company recently established its first direct export channels to France and Spain in 2019, then to Hungary in 2021. The main product sold through this direct export channel is their newly developed battery powered long reach branch secateurs.

The Japanese company can provide potential partners with product samples and brochures in the local language or multiple languages. Also, some support staff can be dispatched to be present at exhibitions where necessary. Full support and extensive training on the products will be given in case a partnership is reached, and the company expects to develop long term business relationships in the form of distribution services and commercial agency agreements.

### Advantages and innovations

As a manufacturer of garden tools, the Japanese company has the following advantages:

1. **Blade quality:** the company manufactures more than 40,000 pieces every year. They continuously receive positive feedback from professionals in the field who swear by their products due to the high quality of the blades.
2. **Innovation:** their battery powered long reach hedge trimmer is the only one of its kind in the industry. Ordinary hedge trimmers, regardless of whether it is engine driven or motorized, have reciprocal blades. This means the way those blades trim plants is by crashing rather than cutting. The company's product features a scissors array architecture (SAA) and it cuts plants just like hand hedge scissors do. The plants' cutting cross section is clean and give less damage to plants. The gentleness to plants is welcomed for applications which prohibit damages to plants: such as nursery tree growers and professional landscapers. Its combination of SAA, long reach and battery power is well received by professional users as well.
3. **Long reach:** Their two meters long reach allows users to reach upwards to 3.5 meters of height, and their super pole saw can reach up to 6.5 meters of length without a ladder. This design leads to a safer work environment.

The capability of their products is also very competitive compared with similar products on the market. For example, their long reach hedge trimmer is light in weight, has reduced vibration, high power, the head angle is adjustable ( $\pm 30$  degrees) and has a consecutive working time of 1 hour on a full charge. Their long reach branch secateurs have a cutting capacity of 40 mm diameter, for a total of 900 pieces on a full charge.

The company is a pruning solution provider. They have a range of pruning solutions: from hand tools to battery powered, from leaf treatment to thick branch cutting.

### Technical specification or expertise sought

#### Stage of development

#### Sustainable Development goals

- **Not relevant**

#### IPR Status

**No IPR applied**

## Partner Sought

### Expected role of the partner

The Japanese company is looking for partners that are either agents or distributors experienced in the gardening equipment sector. It is desirable for partners to have a sizable network of sales channels, enough to cover at least the partners' domestic market, or ideally dealing with 50+ retailers or dealers to cover throughout the EU market.

It is essential that potential partners have the capacity to provide satisfactory customer service. They must also have well-established experience and knowledge in the field of battery powered tools.

Type of partnership

**Commercial agreement**

**Supplier agreement**

Type and size of the partner

• **SME 50 - 249**

• **SME 11-49**

## Dissemination

Technology keywords

Market keywords

• **07004006 - Garden and horticultural products**

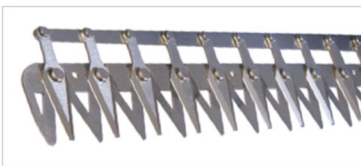
Targeted countries

• **World**

Sector groups involved

## Media

Images



SAA Hedge Trimmer Blades



Ordinary Hedge Trimmer Blades

[Blades.jpg](#)