

The YKK Group believes in providing quality and communicating with customers

Since our founding, we at the YKK Group have manufactured products with a commitment to quality, placing ourselves in the customers' shoes.

At all our bases of operations all around the world and in every aspect of our business, from products and sales to after-sales service, the YKK Group places great importance on developing relationships of trust with our customers. We are committed to quality and place ourselves in our customers' shoes to provide products and services that will fully satisfy both our customers and society.



■ YKK AP Showroom in Shinagawa

We have gathered together about 700 products, chiefly those for wooden houses, including windows, doors and interior and exterior building materials.

<http://www.ykkap.co.jp/sr/shinagawa/index.asp>

■ Assistance and advice on what products to choose for customers in the market for a house

Windows are an unfamiliar product for the average customer. We have set up a window selection zone which helps customers see how they should choose windows as they walk through the exhibit. We also meet with customers who have brought drawings with them and help them choose the window type and specifications that are best for them.

We believe the most important thing is to find out what the customer thinks about insulation, condensation, security, sunshine, ventilation, ease of cleaning, line of sight, exterior design and other characteristics while taking into account what they like and dislike about their current house.

All of our advisers have obtained housing-related certification and are knowledgeable about architecture. They also participate in regular training programs for AP products and are able to provide instruction on their use. This enables them to handle product inquiries from design companies and builders as well.



Offering advice to a customer about which windows to choose



Exhibit room

■ Collecting and utilizing information obtained through interaction with consumers

Many customers tell us they had no idea that window technology had advanced as far as it has. The exhibit allows them to see how so many of the inconveniences that are experienced in daily life have been eliminated. Every March we change out the new product exhibit, and some people tell us they always look forward to seeing it after the remodeling is finished. We gather opinions and evaluations on new products from these individuals and provide feedback to the related divisions. This information is used to improve existing products and develop new ones.



We also conduct various seminars on a regular basis (the one pictured is a global warming seminar)

The showroom hours are 10 a.m. to 6 p.m., and it is open on Saturdays and Sundays as well (showroom is closed on Wednesdays). Looking at drawings and helping to choose windows can take as many as two or three hours for a single customer, and weekends are especially busy—so much so that sometimes there is not even enough time for lunch. However, when the customer tells us they feel relieved or that we were a help or thank us and tell us they'll send pictures when their home is finished, it makes it all worthwhile. It is that moment that reminds us how fortunate we are to work as advisers.



Advisers

■ YKK BANGLADESH PTE. LTD. 4th Global Marketing Seminar

The three-day Global Marketing Seminar was hosted by YKK Bangladesh from July 29 to 31. This year two days were in Dhaka and one in Chittagong. There were more participants than expected at each of the seminars, with the total number coming to 620.

The purpose of this seminar is to familiarize vendors (customers) with YKK and deepen the mutual trust between us. This year the Global Marketing Team, which deals directly with buyers in Europe and the United States, provided information on market trends and buyers in Europe and the United States.



A scene from the Global Marketing Seminar