Product Development Aimed at Fulfilling Customer Needs

At all of its bases of operations worldwide, the Fastening Products Group is striving for the thorough reduction of the environmental burden generated by its supply chain as a whole while diligently managing the chemical substances it handles. At the same time, we are drawing on feedback from our customers in an effort to develop environmentally friendly products.

Among these products is the 30VF, a fishing net zipper developed to accommodate customer demand for a product with the length and durability needed for such applications as aquaculture net cages and large fixed nets as well as the trawl nets used by large trawlers. Not only possessing a superior tension strength that makes it capable of withstanding tensile stress totaling seven tons per meter, the 30VF is easy to repair if the elements (interlocking teeth) are broken. The 30VF is now drawing the interest of not only customers in the fishery industry but also the interest of potential clients in the industrial material and other fields, generating possibilities to expand its applications.

Protecting Brand Value Together with Our Customers

YKK recognizes that its customers devote much attention to nurturing and protecting their brand value. Despite their efforts, the value of these original brands is being eroded by imitations and pirated products that are flooding markets worldwide. We are aware that such imitations often incorporate counterfeit YKK zippers and believe that it is vitally important to stamp out the production of these counterfeits in order to protect the credibility of customers’ brands. Accordingly, the YKK Group is working to ensure that those who manufacture and sell counterfeit zippers are prosecuted while reinforcing its global supply capabilities to facilitate lawful procurement. In this way, we are striving to eliminate counterfeit YKK zippers as well as products that incorporate these zippers.

By promoting a variety of Brand Protection Partnership (B.P.P.) initiatives, in 2011, YKK launched a new advertising campaign under the slogan “Defend Together,” which encapsulates its willingness to protect brand value in tandem with customers. Looking ahead, YKK will work with other enterprises and entities, including administrative bodies, to eradicate counterfeit products.

Exploring the Potential of Fastening Products

Every year, the Fastening Products Group holds comprehensive “YKK Fastening Creation” exhibitions in various locations in Japan, wherein innovative proposals are made regarding fastening solutions in a range of fields that go beyond fastening products for clothing and other fashion goods. We also sponsor the annual YKK Fastening Award fashion design contest for students.

The Grand Prix Winners at the 12th YKK Fastening Award Contest

*“Tiled Roof” (Apparel category)
*“Traveling in Africa” (Fashion goods category)

Applying the User Perspective to Product Development

Pursuing User-Friendliness, Safety and Security in Addition to Greater Performance

YKK AP has been designing windows and doors that realize not only greater product and environmental performance, but also superior user-friendliness, safety and security. For example, we offer an innovative “one motion” lock system for single and double sliding windows with a structurally integrated handle that allows users to lock and unlock the window in the same motion used for opening and closing. Also, we have developed the Smart Door, a next-generation front door equipped with a Smart Control Key advanced lock system as a standard feature. In addition, YKK AP has introduced two new types of Smart Control Key: proximity-activated IC card and sticker-type keys; and the Pocket Key, an RFID* device that allows anyone carrying it free access through doors with the touch of a button on the door handle.

These products all boast ease of operation along with greater accident avoidance and burglary prevention capabilities. They were granted the sixth Kids Design Awards in 2012 for their superior user-friendliness not only for adults, but also for children.

*Radio Frequency Identification

Products Boasting Greater User-Friendliness, Safety and Security for their superior user-friendliness not only for adults, but also for children.

Reinforcing Remodeling Solutions through the TDY Partnership

In February 2013, TOTO LTD., DAIKEN Corporation and YKK AP marked the 12th year since the formulation of the “TDY” partnership between the three companies. With the aim of further enhancing customer satisfaction, in 2012 TDY established the “TDY Tokyo Collaboration Show Room,” a flagship showroom that serves as an information hub for promoting remodeling solutions. Based on the “Green Model” concept advocated by TDY, each of the three TDY members contributes its expertise to creating better dwelling spaces under the themes of health-consciousness, durability, and CO2 emissions reduction. In doing so, we are pushing forward the creation of people- and environmentally friendly housing that accommodate diversified needs and wishes, which may differ according to age, life stage, and family composition.

Ensuring Security in All Aspects of Your Daily Life

Preventing Lock-In During an Earthquake

When an apartment housing complex is rocked by a strong earthquake, the door frames of the structure often deform. This may make the doors difficult or impossible to open, creating the risk of being trapped in the room.

YKK AP’s door replacement service, requiring about 90 minutes per door, provides a safeguard against such risk by creating an appropriate buffer space between the existing door frame and a newly installed door to prevent jamming while maintaining a good air seal.

Crushing Prevention Device

An optional safety feature for YKK AP windows that can be installed on the sash of a single or double sliding window, this device maintains an appropriate space between the sash and the frame, protecting the users’ hands or fingers from being caught.

Since demand is expanding for housing complexes specially designed to accommodate the increasing number of elderly in Japan, YKK AP intends to market this option.

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