

COMPANY PROFILE



President/CEO	Ichiro Machida
Capital	1.56 billion JPY (approximately 17 million USD)
Employees	997
Annual Turnover	19 billion JPY (approximately 209 million USD)
Business Activity	Manufacture, sale and export/import of beauty/health related equipment
Headquarters	14 th Floor, Oe Building, 1-22, Noninbashi 1-chome, Chuo-ku, Osaka, 540-0011, Japan Tel: +81-6-4793-0611
Bank	Mizuho Bank, Bank of Tokyo-Mitsubishi UFJ, Sumitomo Mitsui Banking Corporation, Resona Bank

**Flexibility capable of reacting to customers' voices is
the source of the power behind Fujiiryoki.**

Excellent quality is the foundation of FUJIIRYOKI.

To consolidate this further, trained professionals at respective departments of the company, such as research and development, manufacturing, and sales, are furthering their studies and collecting information on a daily basis to develop new products.

Our products demand professionalism of the highest level.


This requirement has led us to establish "One-to-One Marketing" as our motto to more deeply understand products and individual customers.

We also have a system to tap customers' needs quickly and feed them back into our product planning process.

This is an indispensable factor to produce the quality unique to FUJIIRYOKI, something none of our competitors can imitate. "Development of products reactive to customers' voices"!

This fully resilient system is the driving force of our ability to produce many hit products and realize the expansion of our future.

Company history

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| 1954 | Founded as Fuji Seisakusho to produce health related equipment at Hannan-cho, Abeno-ku, Osaka. |
| 1960 | Developed the first 4-ball type massaging machine in the world. |
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| 1965 | Reorganized as an incorporated company, Fujiiryoki Co., Ltd.
Moved the headquarters/factory to Sugmioto-cho, Sumiyoshi-ku, Osaka.
Opened Fukuoka sales office and Tokyo branch.
The patents and exclusive rights to the "Tapping" massaging technique obtained in the U.S.A. |
| 1967 | Opened Nagoya sales office. |
| 1970 | Opened Hiroshima sales office. |
| 1971 | Completed construction and began operation of new factory in Sakai, Osaka. |
| 1979 | Sales network expanded to 19 points across Japan. |
| 1982 | Completed construction of new company building in Nihonbashi, Naniwa-ku, Osaka.
Opened Hokkaido sales office. |
| 1989 | 35th anniversary since foundation. Held a "Pleasant and Healthy Living" exhibition as a memorial project to celebrate the 25th anniversary of incorporation.
Sales network expanded to 30 points across Japan.
Completed new Sakai Factory building. |
| 1992 | Completed construction of new Chubu branch. |
| 1992 | Completed construction of new Tokyo branch. |
| 1993 | Completed construction of new Northern Japan branch.
Opened showroom in Nihonbashi, Osaka.
Completed construction of new Tohoku branch. |
| 1996 | Opened showroom in Hiroshima. |
| 1997 | Completed construction of new Kita-kanto branch. |
| 1998 | Sales network expanded to 41 points across Japan. |
| 2002 | Completed construction of Chugoku branch.
Opened Hiroshima showroom. |



2003 Completed construction of new Kyushu branch complete with attached showroom.
Won the GOOD DESIGN AWARD with the "Cyber-Relax SO" massage chair series.
Opened showroom in Sendai.



2004 Won the GOOD DESIGN AWARD with the "Cyber-Relax AS-800" massage chair series.



2005 Obtained ISO13485:2003 Certification, International Standard of "quality management system in medical instruments".



2007 Capital increased to 1,560 million by allocation of new shares to a third party.

Global Network

ASIA

CHINA

FUJIIRYOKI (SHANGHAI) TRADING CO., LTD.

Unit C, D, 26F, No. 500, Zhangyang Road, Shanghai, China. Post code: 200122

Tel.86-21-5836-8085 Fax.86-21-5836-8083 [✉ E-mail](#)

THAILAND

KRC FUJI SUPPLY CO., LTD.(Show Room)

Viranuwat Building 60/14 mu11, Km. 3, Bangna, Bangna, Bangkok. 10260, Thailand

Tel.66-2-361-9000 Fax.66-2-361-8815, 66-2-361-8816 [✉ E-mail](#)

KOREA

INO CORP.

Hyeonggi Bldg. 562-6, Seongnae-dong, Kangdong-gu, Seoul 134-030, Korea

Tel.+82-2-476-2500 Fax.+82-2-486-2501 [✉ E-mail](#)

INDIA

EVAVO WELLNESS PVT. LTD.

205, Shah & Nahar Estate, Dr. E. Moses Road, Worli, Mumbai - 400 018. INDIA

Tel.+91-22-6660 6636 / 35 Mobile:+91 98206 77340 Fax.+91-22- 66547868

[✉ E-mail](#)

EUROPE

GREECE

APOLLON INTERNATIONAL

20-22 Kountouriotou str., 141 22 Neo Iraklio, Athens - GREECE

Tel.(+30) 210.2850856 Fax.(+30) 210.2850626 [✉ E-mail](#)

GERMANY

ICHIYAMA GMBH

Benderstr. 130, 40625 Duesseldorf, Germany

Tel.0211-298538 Fax.0211-299257 [✉ E-mail](#)

FRANCE

ADVANTIS INTERNATIONAL

23 rue Edouard Vaillant, 37 000 Tours - France

Tel.33(0)2 47 31 01 65 Fax.33(0)2 47 31 00 25 [✉ E-mail](#)

RUSSIA

KAIZEN CO., LTD.

117335, Russia, Moscow, ul. Profsoyuznaya, 48/3-23

Tel.+7 495 744-3908 Fax.+7 495 785-8834 [✉ E-mail](#)

NORTH AMERICA

USA

ACIGI RELAXATION

762 Barber Lane, Milpitas, CA 95035, USA

Tel.408-432-7376 Fax.408-432-0109 [✉ E-mail](#)

CANADA

AN-JYE COMPANY LIMITED.

3616 Victoria Park Avenue, Willowdale, Ontario M2H 3B2, Canada

Tel.(416)491-2283 Fax.(416)491-2677 [✉ E-mail](#)