

*Feeling A Wind of the Times ...*



## COMPANY GUIDE





## -- YANAGIYA Spirits --

Motosuke Yanagiya as the founder of YANAGIYA attended to KAMABOKO (Fish Cake) manufacturing industry, which his father started when he was 13 years old. When he was 16 years old in 1916, he succeeded his father and was a breadwinner of his family. When he was 20, he set up the new KAMABOKO shop and rose up to the biggest KAMABOKO shop in Ube City. Since this KAMABOKO shop registered and used a trademark using a Chinese character “rice” that is from his father’s name, no rice shops in Japan were able to use their shop name using the Chinese character “rice”. One episode that a rice shop was going to buy this trademark for large sum of money is left.

Also, he opened the biggest and cheapest restaurant in the city in 1931 since he wanted to do some business that was helpful for all people. This restaurant caused a great sensation and was well-known from distant cities and villages. However, it was destroyed by air raids during World War II and was not rebuilt.

On the other hand, 12 KAMABOKO shops in the city joined, formed “Ube KAMABOKO Union” and Motosuke assumed the first president of this union in December 1941. In February, 1944, this union switched to the join-stock company named “Ube Seafood Product Manufacturing Company” (renamed to “Ube KAMABOKO Co., Ltd.” in 1949). He had performed his important duty till he was ill in bed in 1955.

During his managing the restaurant and the KAMABOKO manufacturing, he devised the mechanization of the KAMABOKO manufacturing, which was used to do by manual work, acquired studies and experiences. And he finally applied for the utility model for Grinding Kneader on October 25, 1926.

This application was registered in 1927. He applied for a patent for Grinding Kneader in 1930, obtained our first patent in January 28, 1931, and then he opened an ironworks in 1932.

The mechanization of kneading work, which was the hardest hand work in the KAMABOKO manufacturing, became well-known among the KAMABOKO manufacturers and YANAGIYA Grinding Kneaders were sold to all over Japan. After that, he developed other fish processing machines, KAMABOKO molding machines and so on. He awarded “Invention Award” in 1951, “the Prefectural Governor Award” in 1952, and also he was granted “Ojuhosho (Medal with Yellow Ribbon for industriousness)” by the Emperor Showa for his grate contribution for creation and development of the fish processing machines in 1955.

The second president, Yukio Yanagiya succeeded Motosuke’s spirit. He developed the big capacity Grinding Kneader corresponding to mass-production of fish sausage, mixer for the chemical industry. He opened the Osaka sales office after opening the Yokohama sales office and extended his business. After the development of Frozen Surimi, he developed Silent Cutter as the new raw material processing machine. This became a big chance to mass-production in this industry. Therefore, Molding Machine, Steaming Machine, Cooling Machine, etc had been developed. This established the base for the modernization of equipment.

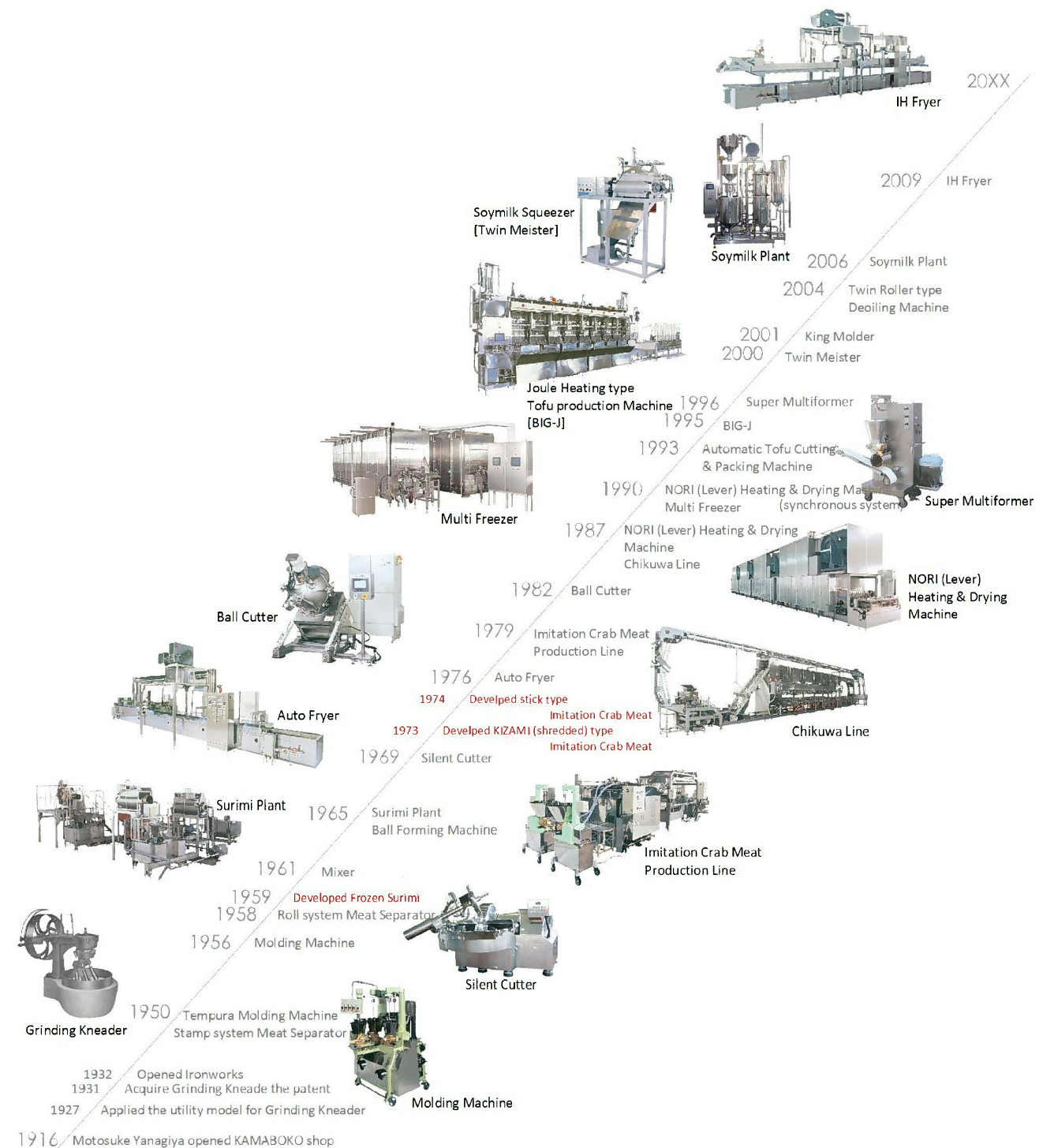
In 1975, Yoshio Yanagiya was succeeded as the third president.



## -- Unlimited Challenges --

"Unlimited Challenges" It is our eternal theme.

We keep challenging and try to shape our customers' voices.





## -- Top Share --

In the field of the fish paste processing machine, we repeat researching and developing, and keep up a world top share. Imitation Crab Meat which was born at the mid-1970s grows up to international healthy seafood loved by people of the world. It is YANAGIYA "Imitation Crab Meat Processing Plant" to have cleaned the market of the Imitation Crab Meat. We cope with production methods and raw materials compounding depending on the eating habits and food culture of each country, and realized the diversification of the products including the textures of crab nail meat and arm meat.



Imitation Crab Meat Plant



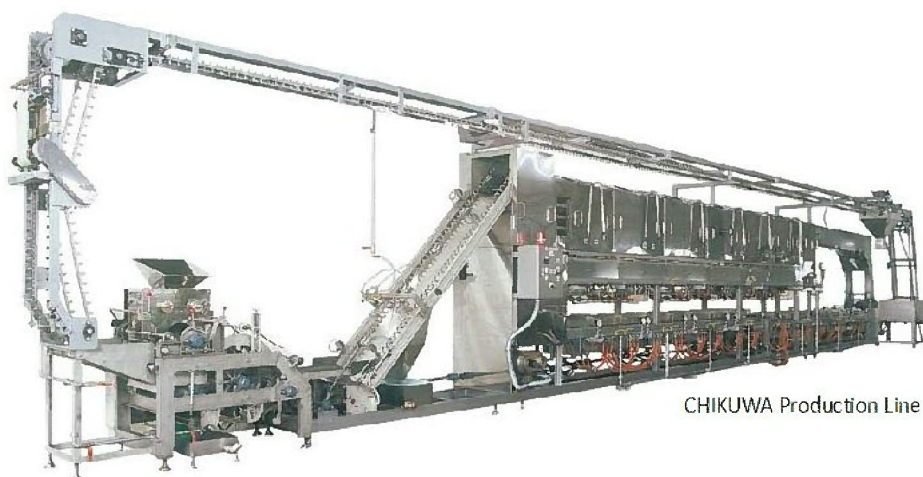
## PRODUCT LIST

### · for SURIMI-BASED (FISH PASTE) PRODUCTS

Ball Cutter	Multiformer
Block Cutter	Super Multiformer
Silent Cutter	King Molder
Food Cutter	TEMPURA Molding Machine
High-Speed Silent Cutter	TEMPURA Cooling Machine
Silent Cutter (Cooling type)	CHIKUWA Production Line
Grinding Kneader (Lean/Cooling type)	Multi Freezer
Vacuum Mixer	Surimi Plant
Mixer (Cooling/Standard type)	Rotary Fish Washer
KAMABOKO Processing Line	Meat Separator
Molding Machine	Stirring Tank
Jet Steamer	Rotary Screen
Steaming Machine	Screw Press
KAMABOKO Automatic Cooling Machine	Refiner
KAMABOKO Automatic Cutting Machine	Surimi Filling Machine
Cutting Machine (Conveyor type)	High-Speed Strainer
KAMABOKO Automatic Arraying Machine	Meat Chopper
Surface Baking Machine	Frozen Surimi Cutter
Imitation Crab Meat Plant	High-Speed Slicer
Drum Steamer/Super Drum Steamer	Vacuum Packing Machine
Cooling Conveyor	Feed Pump
Thin-Cutting & Bundling Machine	Shuttle Conveyor
Inner Wrapping & Cutting Machine	Metal Detector
Handling Robot	
Auto Fryer	

etc.





CHIKUWA Production Line



Chikuwa

## -- Custom Made --

There are various surimi products, such as Steamed/Baked KAMABOKO, CHIKUWA, Imitation Crab Meat, Fish Sausage, etc.

YANAGIYA manufactures custom-made machines from a small capacity machine to a large production line.



Kamaboko



Hampen



Tempura



Baked Kamaboko  
(Cheese Injection)



Fish Sausage



Ball Cutter BC420



Ball Cutter BC2250



Silent Cutter SC300



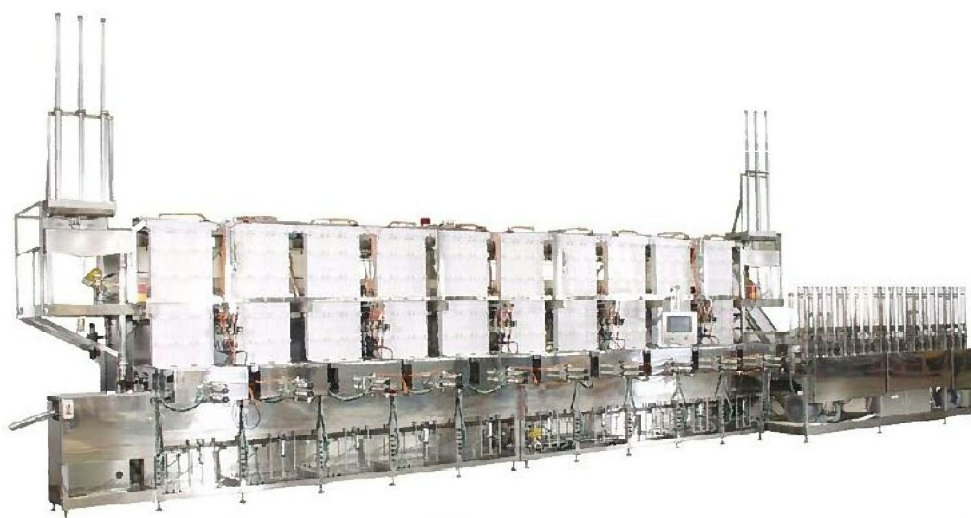
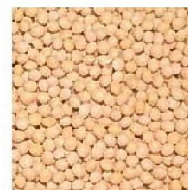
## -- Make an Epoch --

Traditional foods such as KAMABOKO, TOFU, NORI (Seaweed/Laver) and Japanese sweets have each traditional processing skill, but YANAGIYA helps to take over the traditional taste by brand-new technologies with suggesting own processing systems.

The process which is unchanged over tens or hundreds of years is reborn by our ideas and technologies. Moreover, its taste and the yields are improved for satisfying customers.



Soybean Processing Plant



Jule Heating Silken Tofu Processing Line "BIG-J"

### PRODUCT LIST

#### • TOFU

Soybean Processing Plant  
Wild Meister  
Twin Meister (Soybean Squeezer)  
Twin Meister Jr.  
ECONO Meister  
Jule Heating type KINU (silken) Tofu  
Processing Plant BIG-J  
mini-J (Tabletop Tofu Making Machine)  
MOMEN (firm) Tofu Processing Plant  
Tofu Packing & Cooling Machine  
(Container type)  
Bubble Remover

#### • NORI (Laver)

Synchronous system Automatic Nori  
Heating & Drying Machine  
Synchronous system Automatic Nori  
Stretching & Heating Machine

#### • PET FOODS

Raw Material Processing Machines  
Molding Machine  
Heating Equipments  
Cooling Equipments

#### • SWEETS

Raw Material Processing Machines  
Continuous Steamer  
Doughnut Fryer  
Bread Fryer  
Sweet Potato Production Line  
Steaming Machine  
Rice Cracker Baking Machine  
Foaming Machine  
Cake Cutter  
Cookie Forming Machine

#### • OTHERS

Automatic Boiling & Cooling Machine  
For Frozen Noodles  
Omelet Rice Making Machine  
Rolled Omelet Making Machine  
WASABI/Ginger Processing Machine  
Other Food Processing Machine  
Chemical Products Processing Machine  
Cocoon Germless Keeping Plant  
Vaccine Injector for farmed fishes

etc.



Twin Meister  
(Squeezing machine)



mini-J  
(Tabletop Tofu  
Making Machine)



NORI (Laver) Stretching & Heating Machine



NORI (Laver) Heating & Drying Machine



## -- Spreading Technology --

YANAGIYA's technologies such as "Mixing/Stirring", "Forming", "Heating", "Cooling", "Arraying", and "Conveying", which were cultivated in the food industry, are widely introduced in various fields including Pet Food, Chemical, Pharmaceutical Industries and so on.



Jet Steamer



Minced Tuna



Frozen Noodles



UIRO  
(Japanese style jelly)



Steamed Bun



Kneaded Wasabi



Character Cookie



Sugar-coated Pill



Plaster Paint



Pet Food



Cocoon



## -- Manufacturing Company --

YANAGIYA aims at the world-famous company which dispatches only-one technology.

Our dream is to have many YANAGIYA fans all over the world with our technological and proposal abilities.



Business Mission from NIPPON KEIDANREN (Japan Business Federation) and CHUGOKU KEIZAI RENGOKAI (Chugoku Economic Federation) in March 2006



Business Mission from EU Embassies



Selected one of "Japan's 300 Vibrant Monodzukuri (Manufacturing) Small & Medium Enterprise 2006" from Ministry of Economy, Trade and Industry in March 2006



Received "Science & Technology Award 2007" from Ministry of Education, Culture, Sports, Science and Technology



## -- Keep thinking and proposing --

We think to "keep thinking" and to "keep proposing" are the base of the company that the customers need. To be trust and pleased from the customers, we try to meet the customers' expectations with our own manufacturing.



Machine manufacturing for designated support  
(Rice Cracker Baking Machine)



Machine manufacturing for support of the elderly





## -- All for Customers --

### [With Staff]

Each staff keeps safety in his/her mind, tries the technology improvement

### [With Society]

We aim at observance of the law and the social contribution

### [With Cooperators]

We try to improve the quality of the products with our cooperators



## -- Prompt maintenance conveys your safety --

In order to convey safety to customers, YANAGIYA carries out "Advance Maintenance" and "After-sales Maintenance".

The advance maintenance is for the trouble prevention before the busy season. The after-sales maintenance carries out as the regular maintenance after machine installation, and at emergency, we try cope promptly by our technicians.

For customers' satisfactions, we try to maintain more quickly and more certainly with our won service system.



## -- International Department --

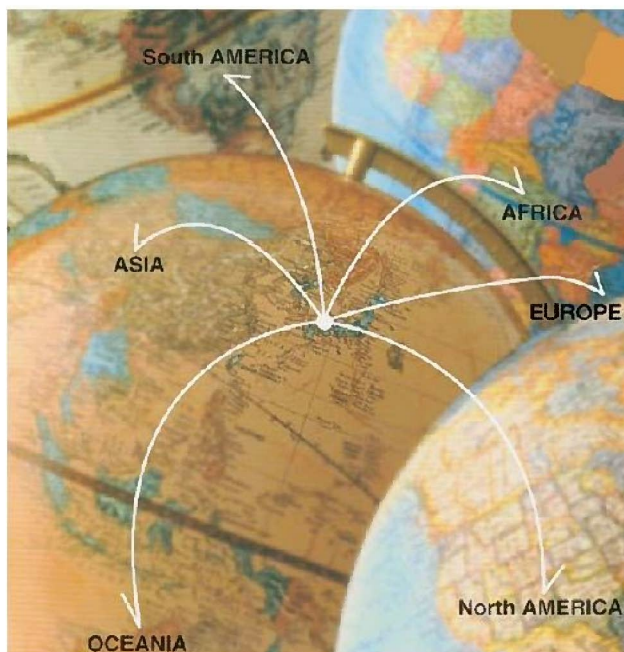
With a surge of the global healthy intention mainly on Japanese food, the food processing technology of YANAGIYA including Imitation Crab Meat Production Line receive a high evaluation all over the world. Imitation Crab Meat production countries are 21 countries and 5 continents, and YANAGIYA Imitation Crab Meat Production Lines are operating in 20 countries.

In addition, the network with the overseas sale cooperative companies are enriched more and more, and we can quickly support users with our cooperative companies.



International Dept with the cooperators at the trade show; Seafood Processing Europe

Russia/East Europe: Japan Tool Service  
America: Specialty Food Processing Equipment  
EU: EMO



### Export to

Imitation Crab Meat Production Line installed to red-marked countries

#### ● ASIA

INDIA  
INDONESIA  
KOREA  
SINGAPORE  
SRILANKA  
THAILAND  
TAIWAN  
CHINA  
PHILIPPINES  
VIET NAM  
MALAYSIA

#### ● EUROPE

ENGLAND  
ITALY  
UKRAINE  
ESTONIA  
NETHERLANDS  
SPAIN  
GERMANY  
NORWAY  
FRANCE  
BELARUS  
LATVIA  
LITHUANIA  
RUSSIA

#### ● AFRICA

SEYCHELLES  
SOMALIA  
MADAGASCAR  
SOUTH AFRICA  
MOROCCO

#### ● OCEANIA

AUSTRALIA  
NEW ZEALAND  
PALAU

#### ● NORTH AMERICA

USA  
CANADA  
SAINT LUCIA  
MEXICO

#### ● SOUTH AMERICA

ARGENTINA  
URUGUAY  
ECUADOR  
COLOMBIA  
SURINAME  
CHILE  
BRAZIL  
VENEZUELA  
PERU

## -- From YANAGIYA, World Food Strategy --

Nowadays, "Healthy and Ecology" is a common theme in the world. This is why YANAGIYA think what we can do globally and are developing the world market. Especially, we develop the production equipments which is suitable for area-limited original product and unique food culture in the world (ex. Baby Eel in Spain, Vegetarian Foods in Taiwan, Viet Nam etc.) to meet customers' needs.

Fish are eaten all over the world today, and in such time, we are thinking not only former types of fish but also effective use of marine resources for the future.



Imitation Baby Eel  
(Spain)



Imitation Shrimp  
(Taiwan, Viet Nam)



Imitation Anchovy  
(Spain)



Chicken Stick  
(France)



## COMPANY OVERVIEW

■ Trade Name	YANAGIYA MACHINERY CO., LTD. URL <a href="http://www.ube-yanagiya.com">http://www.ube-yanagiya.com</a> E-mail <a href="mailto:y1trade@ube-yanagiya.co.jp">y1trade@ube-yanagiya.co.jp</a>
■ Address	<p>【Head Office/Factory】 189-18 Yoshiwa, Ube City, Yamaguchi Pref. Japan TEL +81-836-62-1665 FAX +81-836-62-1611</p> <p>【Tokyo Sales Head Office】 2-29-1 Nihonbashihamacho, Chuo-ku, Tokyo Japan TEL: +81-3-5623-3466 FAX: +81-3-5695-9511</p> <p>【Kanto Branch (former Yokohama Branch)】 2-15-1 Tsurumi Chuo, Tsurumi-ku, Yokohama City, Kanagawa Pref. Japan TEL +81-45-511-1492 FAX +81-45-502-1248</p> <p>【Kansai Branch (former Osaka Branch)】 31-8 Kuwazai Shinmach, Kadoma City, Osaka Pref. Japan TEL +81-6-6908-4475 FAX +81-6-6909-4880</p> <p>【Tohoku Branch (former Sendai Office)】 1-4-13 Ideka, Miyagino-ku, Sendai City, Miyagi Pref. Japan TEL +81-22-254-2888 FAX +81-22-254-2889</p> <p>【EU Office】 67, Quai Boissy D'Anglas 78380 Bougival, France TEL +33-6-8556-0914 FAX +33-1-3969-3832</p>
■ Establishment	June, 1916
■ Establishment of corporation	December, 1950
■ Employee	150

## HISTORY

1916	Motosuke Yanagiya started 'YANAGIYA KAMABOKO SHOP' in Ube City.
1926	Motosuke devised the mechanization of grinding process and applied for the utility model of Grinding Kneader. Manufactured YANAGIYA Grinding Kneader.
1931	Patented YANAGIYA Grinding Kneader. Opened "YANAGIYA RESTAURANT".
1932	Opened "YANAGIYA IRON WORKS".
1950	Established "YANAGIYA ION WORKS CO., LTD."
1955	Motosuke was granted "OJUHOSHO (Medal with Yellow Ribbon for industriousness)" for his grate contribution for creation and development of the fish processing machinery.
1957	Yukio Yanagiya assumed the position of the president.
1961	Established Yokohama Office to expand business.
1967	Moved to the new company building and factory completed in Nishi-Ube, Ube City.
1973	Established Osaka Office to expand business.
1975	Yukio Yanagiya assumed the chairman, and Yoshio Yanagiya assumed the position of the president.
1985	The company name was changed to "YANAGIYA MACHINERY CO., LTD."
1986	Yokohama Office was promoted to a branch.
1990	Moved to the new company building and factory completed in Yoshiwa, Ube City.
1991	Established Sendai Office, Osaka Office was promoted to a branch.
1998	Established EU Office in France.
2002	Acquired ISO 9001:2000 at the head office & factory.
2004	Acquired ISO 9001:2000 at Yokohama Branch, Osaka Branch and Sendai Office.
2006	NIPPON KEIDANREN (Japan Business Federation) visited Yanagiya. Selected one of "Japan's 300 Vibrant Monodzukuri (Manufacturing) Small and Medium Enterprise 2006" from The Small and Medium Enterprise Agency of Ministry of Economy, Trade and Industry of Japan (METI).
2007	Received "Science & Technology Award 2007" from Ministry of Education, Culture, Sports, Science and Technology of Japan (MEXT) by developing Imitation Crab Meat Equipment.
2009	Selected "1400 Job-Creating Companies" from METI.
2011	Introduced and awarded our acts as "Efforts of Small and Medium Enterprises which rehabilitation at the disaster area from 2011 Tohoku earthquake and Tsunami" from the Small and Medium Enterprise Agency of METI.
2013	Introduced our technology of Imitation Crab Meat Production at the special exhibition "THE SEKAI-ICHI (the best in the world) Unique Inspiration made in Japan".
2014	Selected "Global Niche Top Companies Selection 100" from METI.
2015	Established Tokyo Sales Head Office in Tokyo.





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