

TikTok's Brightest Star

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THE OTHER EPIDEMIC

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Nihon Superior: Soldering for a new world

When it comes to Nihon Superior-branded products, the proof is in the name.

With the electronics and automotive industries striving to build thinner, lighter and more technologically advanced products, demand for high-quality soldering and joining technology continues to grow.

"We want to help create a brighter and more prosperous future"

Tetsuro Nishimura, President,
Nihon Superior

Exceeding the expectations of the highest-demanding customers for more than 50 years, Nihon Superior develops the most advanced soldering and brazing products for a wide range of applications, from mobile phones, air conditioners and refrigerators, to electronics vehicles and robots.

Backed by its accumulated expertise in these technologies, Nihon Superior has become a

leading global company with manufacturing and sales centers in Japan, Asia, Europe and the U.S. – where the company's superior quality and environmentally friendly products are preferred by discerning customers who value *monozukuri* (Japanese craftsmanship) over the competition.

"Due to the proliferation of competitors worldwide, consumer interest in knowing the roots of the product, in knowing how things are done, is fading, thus *monozukuri* is losing strength," adds Mr. Nishimura. "We are doing things that we believe will bring back recognition of the value of the production process."

Soldering with lead-based products can have a major impact on the environment. That is why that, as a green-focused company supporting the UN's Sustainable Development Goals (SDGs) for 2030, Nihon Super-



The Nihon Superior management team, from left, Director, Takatoshi Nishimura, Chairman, Toshiro Nishimura, President, Tetsuro Nishimura

rior also wants customers to be aware of the fact that its environmentally-friendly products can support their own sustainability efforts.

"It is very important to educate the consumer so that they know that using high-quality products like ours also brings them closer to meeting

these goals," concludes Mr. Nishimura. "A key attribute now is environmental friendliness and we are working to achieve that in our products and our operations."

your partner for soldering solutions

 **NIHON SUPERIOR**