YUHO Sewing Machine Co., Ltd.: Fifty Years of History [Part 2]

Ever since YUHO was founded fifty years ago, the company has been wholeheartedly committed to spreading automatic sewing machines. During that time, the company has faced the challenges of various economic environments and industries while tapping into foresight, innovation, technology, and experience to grow to become an industry frontrunner with unparalleled development capabilities in the global arena. In addition, the company is continuing to develop and manufacture automatic machines for sewing production sites.

Below, we look back on YUHO's fifty-year history [Part 2].

1988 to 1993 **Opening of the Kyushu Sales Office**

In 1988, to respond to customers' needs in the Kyushu area, YUHO opened its Kyushu Sales Office in Kurume, Fukuoka. Unfortunately, due to the collapse of the bubble economy immediately after the office was opened and the ensuing long-term recession, the office ended up closing after just over four years of activities.

1989 to 1998

Acquisition of patents and utility models for automatic sewing machines one after another



Starting with the acquisition of a patent related to the NC control for breast dart seamer in 1989, YUHO acquired the patents for the knee lining serging machine (in 1994), for shirt sleeve placket setter (in 1998), and the utility models for the pants pocket stitcher (in 1996), for the dart seamer with "narai-type" seam guide (guide ruler attachment made of thin plastic material) (in 1997). To respond to the recession, YUHO concentrated on developing improved models for most of its product lineup and completing its core technologies of automatic sewing machines.

1991 to 2002 The Heisei Recession and the Lost Decade

Following the collapse of the bubble economy in 1991, Japan fell into a long-term recession known as the Heisei Recession. As a result, major financial institutions went bankrupt, and many companies either went bankrupt or underwent elimination and consolidation as the long-term recession triggered deflation, ultimately resulting in the accelerated outflow of the apparel sewing industry from Japan to other countries. Nevertheless, YUHO strived to maintain its business results even in this challenging economic situation by developing and selling an ongoing series of new products.

Acquisition of patents for automatic sewing machines for dress shirt one after another

YUHO acquired two patents for its shirt sleeve placket setter and pocket setter in 1998. Later, in 2015, the company acquired three patents for its automatic shirt yoke seamer, automatic cuff sewing machine, and automatic shirt front creasing machine. Finally, in 2018, the company acquired a patent for its automatic yoke and front shoulder sewing machine. Consequently, YUHO's product lineup of automatic sewing machines covers principal processes of dress-shirt-manufacturing.

2001 **Development of automatic curtain tassel** sewing machines

In 2001—in an attempt to reduce dependence so much on automatic machines for heavy clothing (such as jackets and coats), which was rapidly shrinking the market—YUHO developed the automatic curtain tassel stitching machine series U-2200-D. However, the demand for fabric-type tassels was limited, and—because YUHO did not achieve the expected sales results—the company discontinued production of this series in 2011.

2003 Resumed cultivating overseas markets

To resume cultivation of overseas markets, YUHO strived to promote its automatic sewing machines for dress shirts and other light clothing, mainly through the opportunities of the Japan International Apparel



2001: Development of automatic curtain tassel sewing machines

Machinery & Textile Industry Trade Show (JIAM) and the China International Sewing Equipment Exhibition (CISMA). Especially for the JIAM, YUHO participated as an exhibitor at every exhibition and actively demonstrated its product lineup. When JIAM was held in Singapore in 2008, with support from the Japan External Trade Organization (JETRO), YUHO exhibited five new product models.

In terms of the CISMA Exhibition, YUHO organized the YUHO stand for the first time in 2003 and exhibited two models for dress shirts. Since then, the company has repeatedly participated in the exhibition, exhibiting ten models at CISMA 2009 and five at CISMA 2011.

Through steps such as the above, YUHO sought out opportunities to sell its products overseas.

2003

Conclusion of a distributorship agreement related to local sales with Indian company HCA

In 2003, YUHO concluded a distributorship agreement related to local sales with Indian company HARI CHAND ANAND & COMPANY.

GARMENT TECHNOLOGY EXPO 2003 New Delhi exhibition, held in the same year, became the first opportunity for Indian customers to see YUHO's automatic sewing machines.

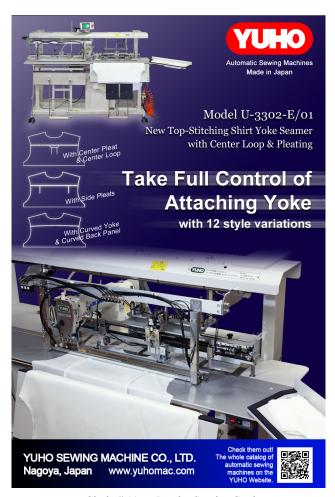
Thanks to the remarkable sales efforts of HCA, YUHO succeeded in receiving a large order from BOMBAY RAYON FASHIONS in 2008, resulting in the company



Participation in CISMA 2009

exporting a total of 70 units of its shirt sleeve placket setters, top-stitching shirt yoke seamers, buttonhole feeders, and button sewing indexers to India. After that, the company also received large orders several times.

At the GARMENT TECHNOLOGY EXPO 2011 New



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Participation in Garment Technology Expo 2003





Yuho's machines introduced at BOMBAY RAYON

Delhi Exhibition, held in 2011, YUHO exhibited five of its automatic sewing machines, which won comprehensive coverage by Indian trade magazine.

2010 **Establishing two business domains**

Through continuous efforts to develop various products and extend the product range, YUHO completed the lineup of automatic sewing machines for light clothing such as dress shirts around 2010 and has established two major businesses domains, the product lineup for heavy clothing and the lineup for light clothing.

2016 Founder Akihisa Takagi appointed as the Executive Chairman

In 2016, Akihisa Takagi took the seat of Executive Chairman, ceding his position as President to Akinori Takagi.

2018

YUHO Sewing Machine Co., Ltd. celebrates its 50th year in business

In 2018, YUHO—a business started by Akihisa Takagi in 1968—reached a major milestone: its 50th



Mr. Akinori Takagi, president of Yuho

year in business. During the same year, YUHO's automatic labor-saving sewing machines and an interview with Akihisa Takagi have introduced on the Wall Street Journal (WSJ) website, eliciting a significant reaction worldwide.

In 2020, YUHO celebrated its 50th anniversary as a limited liability company.



Yuho's chairman Mr. Akihisa Takagi during coverage by the Wall Street Journal Video: https://www.youtube.com/watch?v=OsSDI8wWAyQ#t=4m59s

2021 The future of YUHO

The automation of production processes at garment factories is currently receiving a lot of attention from the perspectives of human rights and the Sustainable Development Goals, and efforts have begun to research the utilization of AI and the IoT for such automation.

YUHO is more committed than ever to pursuing automation by introducing AI, the IoT, and similar technologies, thereby achieving a full line-up of solutions for each process.