

# Message

## Technology with sincerity

Keiai Orthopedic Appliance Co. is a comprehensive manufacturer of orthopedic appliances and equipment, with a 70-year history since its foundation.

Our corporate philosophy is rooted in sincerity. Thus, we listen carefully to the needs of customers, and devote ourselves to the skillful development and production of orthopedic appliances which meet these needs most precisely.

We develop and build our products with state-of-the-art equipment and instruments, making full use of ever-evolving technology, while emphasizing the importance of the handcrafting processes of experienced engineers. These two mainstays, state-of-the-art technology and the subtle skills of craftsmen, guarantee the excellent quality of our products, working together like the two wheels of a cart.

Orthopedic appliances must address an almost infinite variety of needs and situations, and the tireless pursuit of quality, another function of our fundamental corporate sincerity, illustrates our determination to help handicapped people improve their daily life as much as possible. The results and experience gained since our foundation have earned us a reputation for superior reliability in the medical industry.

On the eve of our 70th anniversary, we renew our commitment to providing products and services defined by sincerity.



## Greetings from the President

For almost 70 years, since our establishment in 1946, we have been providing orthopedic appliances and services that consistently place the highest importance on the mental well-being of the handicapped. We take great pleasure in helping people enhance their own lives, through our manufacture of such appliances.

My own most cherished value, and the basis of our corporate philosophy, is sincerity, a concept and commitment deeply rooted in the attitude of our company throughout its near 70-year history. Now, I add a new pillar to the corporate philosophy: communication.

The handicapped have a wide variety of orthopedic appliance needs, and must engage in an often difficult process of inquiry, selection and trial, in order to obtain an appliance ideally suited to their needs, partly because no uniform standards exist for these appliances. I am committed to simplifying and facilitating this process, which often places an onerous, if temporary, burden on users. I want to minimize this burden as much as possible, by communicating all useful data and information regarding parts and materials in detail, in the firm belief that this is the most timely and important service we can provide.

Technology transfer is another important, related issue. The experienced staff who currently support our technology will someday be replaced by members of the next generation, and thus must ensure that the delicate touch that expertise and professionalism can bring to the world of orthopedic appliances, however advanced they may be, is properly passed on. This is the critical element that will never change. Thus, such technology transfer to the next generation is seen as a fundamental social responsibility at Keiai, a company with 70 years of tradition.

Our steadfast devotion to these two values of sincerity and communication will only evolve, never diminish, in the coming years.



*Kazuhiko Kaneda*

President