

Barudan -

The Most Advanced Embroidery Machines Since 1959

With its global subsidiary system, Barudan achieves meticulous technical support and after-sales service.

JSN International recently visited the head office of Barudan Co., Ltd., where we heard from Mr. Shin Hasegawa, the company's director, about their recent sales situation, the company's strengths, etc. Barudan's embroidery machines are currently in operation around the world in more than 100 countries. Barudan's corporate philosophy is to develop and produce high-value products, provide them to the world along with the highest possible level of service, and contribute both to everyone involved and the community through these corporate activities. Mr. Shin Hasegawa devoted himself to the embroidery machine industry. An overview of our interview with him follows.



Mr. Shin Hasegawa, director of Barudan Co., Ltd.

A relatively quick recovery from the COVID-19 crisis

Last year, our sales were about 70% of what we initially planned due to COVID-19 starting last March, but—compared to the

major slump in the global sewing industry—our company's sales situation was not as bad as our expectation. In terms of our sales by area, our ratio in the USA is the highest, and—although we

Barudan Global Network



were heavily affected by the initial spread of COVID-19—we also recovered quickly. Our sales in central Europe (France, Germany, the United Kingdom, Italy, etc.) are also recovering. In Southeast Asia, our sales to Vietnamese export sewing companies are overwhelmingly strong.

Global subsidiary system

One reason we recovered so fast is our company's global subsidiary system. We expand our distribution network with ten Barudan group companies in nine countries, and our subsidiaries keep track of the stock situation and other details of each embroidery machine and other machine model in real time, enabling them to accurately read market movements. Ten years ago, we were heavily affected by

the unexpected wave of Lehman shock, and it gave us the chance to improve our operation system not only in our head office but also in all of our overseas subsidiaries. This experience in turn enabled us to more rapidly respond to the COVID-19 crisis, ensuring a faster recovery.

Achievement of meticulous after-sales service

We use our subsidiary system to implement comprehensive distributor education and management, which enables us to provide meticulous after-sales service for each end user. As a result, we are extremely confident in our ability to provide technical support to users of our embroidery machines and other products.

Barudan's strengths and product appeal

Looking at the market, our company's embroidery machines have an extremely high share of factories for manufacturing major sports brand manufacturer products. One reason for this is that our embroidery machines offer outstanding durability, which enables them to maintain peak performance long after they are initially purchased. The design of our embroidery machines incorporates a structure suitable for embroidering thick leather products, including bags and shoes. In addition, in terms of the product appeal of our products in particular, our embroidery machines are capable of consistent, beautiful, high-quality embroidery. We are also fully committed to the initial quality of our product parts. The fact that the overwhelming majority of our parts are procured in Japan enables us to achieve this. In addition, our company is led by our head office, and we have digitized the quality checks and centrally manage each embroidery machine we ship. On top of that, we have progressed from single-head to 56-head embroidery machines—which we now manufacture and sell—and all our models use heads that work the same way, and they incorporate a design that enables embroidery work to be done through accurate drive control based on servo motor control.

Focal point for the development of future embroidery machines

We are currently developing a new generation of embroidery machines, which we plan to release in 2025. Our focal point during development is to always develop products based on the customer's perspective. In other words, we will strive to develop machines that are easy for users to use and achieve even higher productivity. More specifically, we will develop highly durable embroidery machines that do not leak oil even in



Memorial photo for the Asian distributors at Barudan headquarters in Aichi-pref., Japan

the case of high-rotation or high-torque operation. We will also develop heads consisting of a simple structure to reduce the number of parts. Through such efforts, we will pursue quieter operation in consideration of the work environment as well as more stable embroidery seams. In the last five years, in addition to conventional embroidery-machine buyers—apparel and leather product manufacturers—we have been selling many different types of embroidery machines to wide variety of industries. This is our pride as the leading company in the industry.

Barudan's bestselling product lines

BEKT-S1501CBIII

Of the models sold by Barudan, its BEKT-S1501CBIII and other single-head embroidery machines have been selling especially well lately. This particular embroidery machine has 15 needles (for 15 colors) and can be used to handle finished goods. Therefore, it can be used to embroider apparel, shoes, bags, hats, and other items.



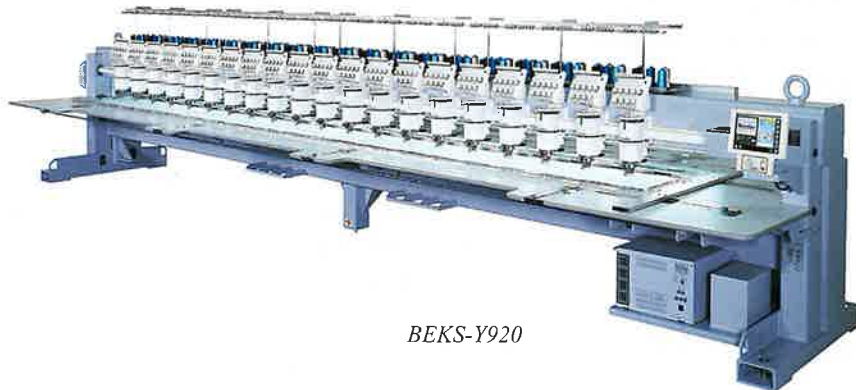
BEKT-S1501CBIII

BEKY-S1506CII

This 6-head embroidery machine can also be used to handle finished goods. This is a high-spec drop machine with a servo motor. The machine's features are shown



BEKY-S1506CII



BEKS-Y920



BEST-I SJ (Cross Hemming)

below. Although it is a 6-head, 15-needle (for 15 colors) embroidery machine, it boasts power equivalent to the conventional 10-head embroidery machine.

BEKS-Y920

This bestselling product uses Barudan's conventional type of head. The BEKS-Y920 is an embroidery solution for the information technology age. The machine's features are shown below.

BEST-I SJ (Cross Hemming)

Towel Hemming Machine

This is a standard model towel hemming machine for smaller towels such as hand towels, face towels and sports towels.

Barudan's towel hemming machines have excellent reputation from all over the world with beautiful and firm finishing by lock-stitch sewing head as well as high productivity and liability.

Most of towels used by the international hotel industry are produced by Barudan's towel hemming machines.

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