

Japanese pipe fitting manufacturer looking for distribution partners and agents in the EU, particularly in Germany

Summary

Profile type

Business Offer

Company's country

Japan

POD reference

BOJP20220909004

Profile status

PUBLISHED

Type of partnership

**Commercial agreement
Supplier agreement**

Targeted countries

• World

Contact Person

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Term of validity

**9 Sep 2022
8 Sep 2024**

Last update

4 Sep 2023

General Information

Short summary

An environmentally conscious Japanese company is looking for distributors and agents for its pipe fittings to enter the EU market. The company is offering high resistant fittings with a pipe enlargement system that is new for the EU market, although already on the market for over 40 years in Japan. A distribution agreement will be agreed with relevant partners able to support the company expansion in the EU, with a focus on Germany.

Full description

The Japanese company devotes itself in manufacturing stainless steel products friendly to global environment and 100% recyclable as well as conserving natural resources and achieve reduction of waste substances through its business activities.

Entering the EU market for the first time, the company's pipe fittings feature a very specific connecting method, the so-called "pipe expansion type", that is completely new in the European market. However, it has more than 40 years of sales history in their Japanese domestic market. Outside of the EU the company has partners in South East Asia.

Possible applications for the pipe fittings they manufacture are water, hot water, and compressed air up to 20 bar and 100 degrees Celsius.

In order to introduce this new product to their focus end users targets, namely food, chemical and pharmaceutical factories, they already exhibited at five trade shows in Germany in the past years.

The company is looking for partners to help them increase their presence in the EU, in the form of distribution services or commercial agency agreements. An exclusive agreement with one distributor cannot be accepted at the beginning, but could be considered for the future. Ideally, the company would like to cooperate with a German partner (key focus of their strategy) but they would be interested and pleased to be contacted by any other potential EU partner.

Advantages and innovations

The system offered by the Japanese manufacturer utilizes a pipe connecting method, and a pipe enlargement system consisting of an original structure. In order to install their fitting, no specialized technology is required. There is also no need to use heat or flames during the installation. The working speed of the system is almost equivalent to a press type fitting system.

The manufacturer performed tensile (tension) and bending tests on pipes of a press type, welding type, and on their own system. For the tensile test, the press type broke when a force of 3.400 Newton was applied. However, in the case of both the welding type and their system, no detachment was observed even when a force of 11.250 Newton was applied. This means their system has excellent durability equivalent to that of a welded type fitting.

The product is also certified DVGW W534 in Germany for usage in drinking water installation systems, and has passed rigorous tests in line with the requirements for this certification.

To expand the shape of a pipe, the company has a dedicated pipe expansion machine that can be operated easily regardless of experience. Their system uses stainless steel pipes with a thin wall thickness of around 1.0 mm. The system has great portability when assembled into units compared to thread type and welded type pipes which have thicker walls.

Technical specification or expertise sought

Stage of development

IPR Status

No IPR applied

Sustainable Development goals

• **Not relevant**

Partner Sought

Expected role of the partner

The potential partner should be familiar with food and chemical industries and keep some stock volume for

customers. The length of the partners' industry experience is not an issue. However, the Japanese manufacturer would like to be proactively involved in the decision-making process, and visit the customers of the potential partner together before the partner establishes a contract. This is so that the Japanese manufacturer can have a voice in the decision whether or not to establish a contract. The Japanese manufacturer prefers to build a long-term relationship.

Type of partnership

Commercial agreement

Supplier agreement

Type and size of the partner

- **SME 11-49**
- **Big company**
- **SME 50 - 249**
- **SME <=10**

Dissemination

Technology keywords

Market keywords

- **08005 - Other Industrial Products (not elsewhere classified)**
- **08003007 - Other industrial equipment and machinery**

Targeted countries

- **World**

Sector groups involved

Media

Images



[fitting_\(003\).jpg](#)