

Japanese manufacturer of magnesium made canes and wheelchair frames is seeking partners in the EU to work under manufacturing, outsourcing, or subcontracting agreements

Summary

Profile type

Business Offer

Company's country

Japan

POD reference

BOJP20220920002

Profile status

PUBLISHED

Type of partnership

Supplier agreement
Outsourcing agreement

Targeted countries

• **World**

Contact Person

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Term of validity

20 Sep 2022
19 Sep 2024

Last update

6 Sep 2023

General Information

Short summary

A Japanese company specialized in the production of magnesium assistive devices is offering its services to EU companies in this sector.

Magnesium is notorious for its toughness, but through expertise and skill the Japanese company managed to succeed in manipulating it and developed its own brand of frames for canes and wheelchairs.

The company is offering its know-how for original equipment manufacturing under the form of a manufacturing, outsourcing, or subcontracting agreement.

Full description

A Japanese company founded in 2010 in Shizuoka prefecture is looking to bring their expertise in working with magnesium to the EU. They are capable of manufacturing a variety of assistive devices and their components using magnesium. Their offered products consist of semi-final products of walking canes, quad canes, and a frame for wheelchairs made of magnesium alloy.

Magnesium is one of the lightest metals available in the world and therefore matches well with assistive devices.

Although magnesium is notorious for its toughness and being hard to bend and weld, the Japanese company has acquired the necessary expertise and technological ability to make skilful manipulation of its form and shape possible.

The Japanese companies' semi-final products also can be sold as an original brand cane with original colouring. The products are aimed at the high-end market where there is demand for factors such as a unique design, colour, function, light weight, and high durability. They are also capable of customizing the products based on the wishes of EU customers.

In their domestic market they sell their products through e-commerce channels, via a partner agent company, and through collaborative production. They have collaborated on products used by professional para-athletes in large global sporting events.

With this background the Japanese company would like to engage with EU partners in the assistive devices market and consider manufacturing, outsourcing or subcontracting agreements. A manufacturing agreement can involve OEM (original equipment manufacturing) services from the Japanese company to the EU partner for original brand canes. EU partners are also welcome to outsource production of their products to the Japanese company, or propose a subcontracting agreement. For new first-time orders, the company provides a quick OEM service from design to shipment between 1 to 3 months depending on the manufacturing specificities of the request.

Advantages and innovations

The use of magnesium in their products is what sets the Japanese company apart from the competition.

Magnesium is one of the lightest of all commonly used structural materials with a density of 1.7g/cm³ approximately 1/3 times lighter than aluminium, which is the most commonly used material for assistive devices manufacturing. Despite the lower density, magnesium alloys have a comparable strength to weight ratio to aluminium. These characteristics help to reduce the burden on the user.

The expertise and technological know-how of the Japanese company to change the shape of magnesium means they are capable of making various designs, such as specific curvatures and functional designs.

Competitors that use magnesium are usually not capable of producing complicated shapes such as tubes. They also have their own in-house design process of powder coating, which further differentiates their products from those offered by competitors.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

• **Not relevant**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

The Japanese company is looking for EU partners that are involved in the manufacturing of assistive device such as canes and wheelchairs. These partners should have a strong position in the assistive devices industry. The EU partner should be in need of a partner that can manufacture OEM products, or should be looking for a partner to which they can outsource or subcontract their production.

The Japanese company is also eager to meet companies that have products or services for para-athletes, due to their own experience producing products such as wheelchairs and hand rims, as a subcontractor, for para-athletes in Japan. If the EU partner has similar connections it is considered a plus.

Type of partnership

Supplier agreement

Outsourcing agreement

Type and size of the partner

• **Big company**

• **SME 50 - 249**

• **SME 11-49**

• **SME <=10**

Dissemination

Technology keywords

• **02007010 - Metals and Alloys**

Market keywords

• **08001012 - Speciality metals (including processes for working with metals)**

Targeted countries

• **World**

Sector groups involved

Media

Images



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