Dinner plate of SEDAN, Japan's first dinner set completed in 1914

Noritake's history begins in the late 1800s, a heady age for Japan as the country emerged from centuries of isolation to interact with the rest of the world.
The company's founder, Ichizaemon Morimura, spurred by a desire to prevent Japan's wealth from being drained out of the country and buoyed by advice from scholar Yukichi Fukuzawa, a prominent leader of Japan's development at the time, set up an international trade business with the idea of generating wealth for the country and happiness for its people.

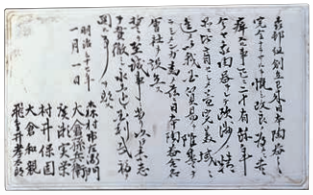
Trading with the outside world, Ichizaemon and his comrades met the beautiful, white porcelain of Europe which attracted their attention.
They longed to manufacture this work of art with exquisite craftsmanship and impeccable whiteness in Japan, and to contribute to society through their business.

In 1904, at the site of Noritake's current company headquarters, they established a ceramics factory, brimming with modern production equipment, and set about making authentic tableware.
Producing 25 cm plates, a core item of any dinner set, proved to be a challenge. The company's engineers and executives put their heads together to come up with a solution. After ten long years of research, they finally completed Noritake's first dinner set, named "SEDAN". This was, Japan's first domestically produced dinner set.

SEDAN established Noritake as a global tableware brand. Through the technologies we acquired through producing tablewares, Noritake developed new technologies and expanded its business to various fields.

1919 Succeeded in domestic production of liquid gold

1955 Developed heated automatic potter's wheel molding machine



1904 Established Nippon Toki Gomei Kaisha

1932 Developed the first bone china in Japan

1964 Introduced coated abrasives technologies

1926 Succeeded in domestic production of decalcomania paper for tableware manufacturing

1914 Succeeded in production of the first dinner set in Japan

1939 Began full-scale production of industrial grinding wheels

1959 Developed ZZZ Grinding Wheel for ultra-heavy grinding

1904 Establishment of the company

Having visited Europe and the United States many times, the executives tackled modernization of the company's management itself when building a factory with the latest equipment. They also poured their enthusiasm into improving employee benefit programs and developing human resources.

1905 Opening of medical office

The company launched a medical office to manage the health of employees, and in 1926 established a health insurance association. (The photo is from 1934)

1907 Publication of internal newsletter

The company issued an internal newsletter to educate and communicate to all employees. Initially, the newsletter content included Western essays on streamlining, along with instructive messages from company executives.

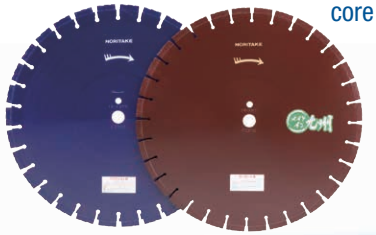
1909 Enhancement of employee education

The company established an arts and crafts course for training painters and a general education course covering topics such as Japanese, mathematics, and English, laying the foundations for our employee education. As women tended to participate less, courses such as sewing were also added in 1919.

1965
Developed heat-resistant porcelain (Progression China)

1970
Launched non-water-based filtration equipment (A-0 Filter)

1974
Introduced ceramic core technologies

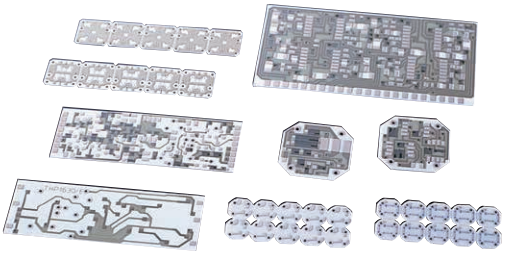


1972
Began production of diamond tools

1984
Launched electrode paste for multi-layer ceramic capacitors

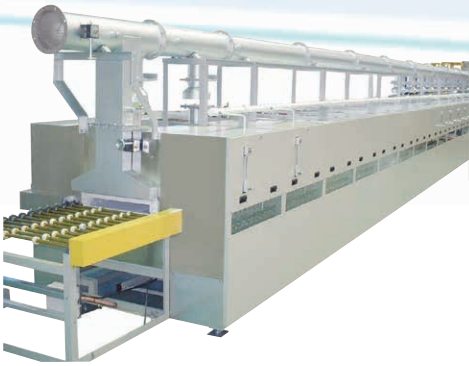
1971 Succeeded in developing the world's first vitrified CBN grinding wheel

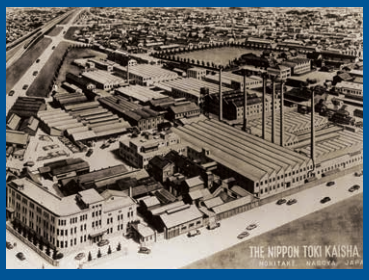
1967 Developed printing technology for thick film circuits



1973
Introduced static mixer technologies

1975 Launched Noritake Roller Hearth Kiln (RHK)



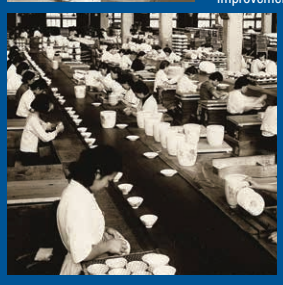


1933 to 1939 Major factory reforms

We introduced conveyor belts and tunnel kilns to establish a streamlined mass production system for assembly line work, and became the first company in Japan's ceramics industry to switch from coal to gas fuel to resolve smog issues. We also improved earthquake resistance and greatly improved the working environment.

◀ Ceramic painting process Before improvement

▼ After improvement



1946 to 1948 Rose China

Following the end of World War II, securing quality materials was difficult and skilled craftspersons were in short supply. We marked our products with the trademark Rose China until we were able to produce products worthy of the Noritake brand.

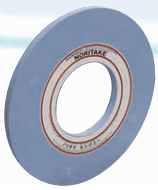
1957 Established Corporate Motto

On the 50th year since our company's founding, we revisited our vision for the company and created our Corporate Motto: "Good Quality, Export, and Co-prosperity."

1988 Developed Thin Cut Master
(carbide tipped circular sawing machines)

2012
Developed new white porcelain material LX-13 (Cher Blanc)

1990 Developed ceramic grain wheel (CX wheel)



1998 Launched large-panel heating furnaces for PDPs

1967 ZD (Zero Defects) initiative

We rolled out Zero Defects, an initiative that began in the US in the 1960s, across the company with the aim of achieving zero defective products.

2001 Opening of Noritake Garden

In commemorating the 100th anniversary of Noritake, Noritake Garden was created on the premise of our headquarter to express gratitude to the local community and contribute to the environment.

Industrial Products Business

We are one of largest comprehensive manufactures of grinding and polishing tools in Japan, supporting indispensable processes in manufacturing - cutting, shaving, and polishing materials - through world-class technologies. We contribute to the development of many industries, including automobiles, steel, bearings, aircraft, shipbuilding, medical care, and semiconductors.

Main products

Grinding wheels, Diamond wheels and tools, CBN wheels, Coated abrasive, Dressers, Grinding/polishing-related products (grinding oil, etc.)

Ceramics & Materials Business

Crushing, mixing, molding, and painting / decorating patterns... Our technologies cultivated through the manufacturing of tableware produce one-of-a-kind materials and components that play roles in many fields. These products support a number of industries including the manufacture of electronic components such as multi-layer ceramic capacitors and components for automobiles, LED lighting, medical devices, display devices, and jet engines.

Main products

Electronic paste, Thick film circuit substrate, Ceramic cores, Catalyst carriers, Decalcomania paper, Plaster, Ceramic raw materials, Electronic ceramic powder, Vacuum fluorescent displays and modules, etc.

Engineering Business

With our core technologies of heating, mixing, filtering, and cutting, we provide wide range of engineering equipment to a variety of industries including automotive, electronic components, chemicals, medicines, and food. We contribute to greater efficiency and energy savings in the manufacturing workplaces. We develop and design drying furnaces, heating furnaces, mixers, filtration equipment, cutting machines, and other equipment to match the customers' needs.

Main products

High-efficiency heating furnace roller hearth kiln, Far-infrared drying furnace, Mixing and stiring machines (static mixer, etc.), Coolant filtration system, Cutting machine, etc.

Tabletop Business

For over 100 years, Noritake tableware has been loved around the world. We offer a wide lineup of beautiful and easy-to-use tableware for daily use at home and for gifts, as well as for commercial use in hotels, restaurants, in-flight service, and more. By providing products infused with impeccable quality and taste, we enrich our customers' lives.

Main products

Porcelain tableware, Other tableware-related products, Decorations/works of art, etc.