

Contributing to society through our businesses—this is the philosophy to which our company adheres.

In the globalization of business, every corporation is strictly demanded to fulfill the social responsibilities as the impacts of its products and services on humans and the environment are constantly increased. Noritake has continued to exhibit and maintain the approach to business and the relationship with society in accordance with "The Noritake Creed" formed when the company was founded.

「我力社ノ精神」

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- 一、天ノ道ヲ信スヘシ天ハ人ノ為ニ万物ヲ經營シ寸時モ休ム事ナシ
- 右ノ條々ヲ鉄石心ヲ以勇氣昇天ノ如ク確守スベシ修養シテ怠ラサレハ心神ノ至誠天ニ通スベシ

The Noritake Creed

In 1909, Ichizaemon Morimura, one of Noritake's founders, set down "The Noritake Creed," the philosophy to which our company is to adhere. Outlining concepts such as "Harmonious Coexistence and Co-prosperity," "Social Contribution," "Trust First," and "Integrity and Cooperation," have been upheld to this day, conducted by every member of the company.



The Headquarters Plant at the company's founding (1904)



Firing plant for mixed-firing of tableware and grinding wheels (around 1940)

Crafting Noritake's future, keeping in mind the invaluable lessons from Noritake's founders

"The Noritake Creed" formed when the company was founded has been reorganized as our "Corporate Motto" and "Code of Ethics," and these principles are being disseminated throughout the company to all employees of the Noritake Group.

Corporate Motto

- Good Quality** Making all-out efforts to manufacture the finest quality products
- Export** Pursuing internationalism and contribute to society from a global perspective
- Co-prosperity** Growing and developing together with society as a good corporate citizen

Noritake Group's Code of Ethics

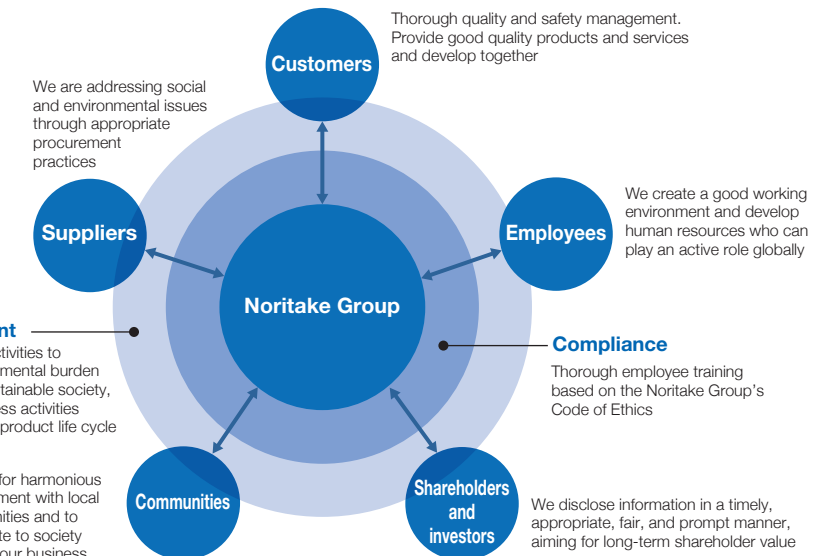
Ethics Standards

- Put in practices Noritake's corporate motto of "Good Quality, Export, and Co-prosperity"
- Observe the laws, regulations and social norms
- Respect the human rights of employees
- Preserve the global environment and contribute to affluent and comfortable local communities
- Disclose information to shareholders, customers, and local communities

Environment

We practice activities to reduce environmental burden to realize a sustainable society, through business activities involved in the product life cycle

We aim for harmonious development with local communities and to contribute to society through our business



Welcome Center (technology corner)