## Noritake has been creating new value to meet the diversifying social environment and needs that are evolving with time.

Since its foundation, the Noritake Group has applied and developed a range of proprietary technologies, and currently operates its business domains in four main areas. We will continue to meet demand for new needs that are ever-evolving with time, and focus on creating new value that further enriches the lifestyles and society of people everywhere.



## 1904

1904 Established Nippon Toki Gomei Kaisha



1933 ~ 1939 Modernization of E buildings and equipment



1947 Established NORITAKE CO., INC. in the USA



(Progression

China)

1957 Established Corporate Motto



1972 Established current NORITAKE LANKA PORCELAIN (PVT) LIMITED



porcelain for

industrial use

2001 Opened Noritake Garden



2004 100th anniversary of foundation (Photo is of the commemorative anniversary Bone Craft series)



2012 Established NORITAKE SA (THAILAND) CO., LTD.



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.

2013 Began operation NORITAKE ABRASIVES (SUZHOU) CO., LTD. in China

Noritake's history