



NARUMI

J A P A N

NARUMI COMPANY PROFILE

Who We Are

Founded in 1946, NARUMI is a leading manufacturer of bone china and was the first company in Japan to succeed in mass-producing bone china.

NARUMI's products and services are highly appreciated by customers around the world, which include five-star hotels, top-rated airlines, and luxury department stores.

Adapting the design skills and production techniques used to create bone china, we have expanded our business scope beyond tableware to include glass tops for cooking stoves, far-infrared heater panels, cosmetic bottles, and many other items.

While keeping up with the ever-changing trends of people's lifestyles, NARUMI will continue to be a brand that creates moments of happiness and excellence in life.

Our Philosophy

Brand Tagline

Treasured Whenever Forever

Brand Mission

To create moments of happiness and excellence in life.

Brand Promise

With the technologies and design skills cultivated since our foundation, NARUMI brings moments of excellence and happiness to life.

We pursue excellence in everything we supply and wish for our customer's happiness, whenever, forever.

Our Values

Tradition

We carefully nurture the traditions we have developed throughout our history and serve our customers with the richness of heritage that has been handed down over the years.

Innovation

We are never satisfied solely by our traditions, but will always venture into new areas.

Sincerity

We carry out all our activities with unchanging sincerity, hoping to ensure the happiness of all of our customers, business partners, shareholders, and employees.

Quality

We will always strive to provide products and services with the highest quality to continuously improve the satisfaction and support from our customers.

Environment

We consider the environment in all we do to develop and maintain sustainable business practices.





Tableware for Hotels & Restaurants



Tableware for Airlines



Corporate Gifts/OEM

Business Scope and Products

NARUMI will always provide high quality products and services to meet the needs of our customers, by utilizing the technologies and design skills cultivated in the history of producing premium bone china.

Glass Top



Heater Panel



Heat-Resistant Glass Cover



Functional Materials





Bone China Tableware for Home

Porcelain Tableware for Home

Glassware for Home

Interior Items

Kitchenware



Tableware for Hotels, Restaurants, and Airlines

The lightness, durability, and delicate decoration of NARUMI's bone china make it most suitable for professional use.

Our flexible services and customization proposals are highly valued by luxury hotels, star-rated restaurants and the world's leading airlines.

Long-Standing Trust from Hoteliers

NARUMI's bone china is used in luxury hotels and restaurants all over the world. With quality and services of the highest standard and a wide range of items available, we are ready to serve various dining venues including lounges, fine dining restaurants, and banquet halls.

Examples of Hotels



Capella Hanoi

Vietnam



Mandarin Oriental Hyde Park,
London

United Kingdom

Unsurpassed Quality for Aircraft Cabins

Light in weight, precise in dimensions, and consistent in shape, bone china is ideal for storage and service in aircraft where space and weight capacity is limited. Being thin yet durable, it is perfect for in-flight dining in an environment subject to turbulence. Our tableware contributes to a quality dining experience in the first and business classes of world-renowned airlines such as ANA and Qatar Airways.



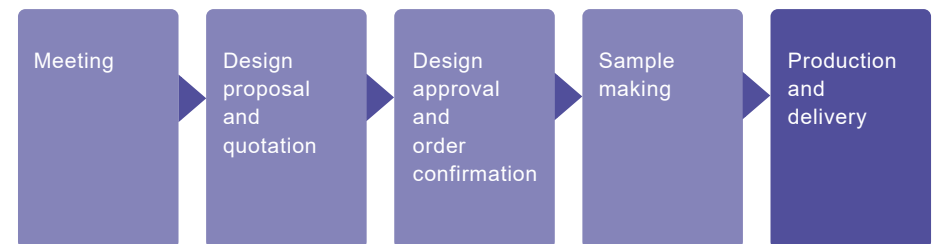
Custom-made Solutions

NARUMI offers a range of customized solutions to produce outstanding food presentation.

Advantages of NARUMI's Customization:

- Long-standing trust from the world's leading hotels and restaurants
- A range of available customization options (from a one-point logo to detailed artwork)
- In-house designers who can create designs based on customers' requests and interior images
- Expertise in realizing complex and delicate design on actual products

Order Process



Corporate Gifts / OEM

NARUMI designs and produces customized items upon request, using the ideas and skills of our in-house designers and engineers. We offer a wide range of corporate gifts including optical glass interiors and unique bone-china pieces painted by hand. Materials are selected from a variety of options to best meet customers' needs.



Corporate Gifts

For corporate anniversaries and commemorative events, customized inscription is available on clocks, picture frames, and drinking glasses.

We also offer hand-painted bone china as an artistic option.

Item Ranges



Optical Glass



Sandblasted Inscription



Drinking Glasses



Hand Painting (Vases, Porcelain Plaque)

OEM

We meet various needs of our customers with our expertise in planning, designing, engineering and sourcing. A wide range of materials are available such as bone china, porcelain and glass.

Material Ranges



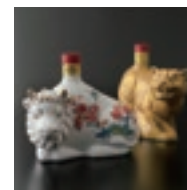
Bone China

With a history as a bone china manufacturer spanning more than half a century, we develop and manufacture products that take advantage of the characteristics of the material.



Almina Reinforced Porcelain

By using a special polishing technique, the surface of this material can be smoothed without glaze and various designs can be printed on it. It is very strong and is widely used for products that are held in the hand, such as guasha (skin massager).



Porcelain

Detailed decorations are possible on the cool, bluish white surface of this material. With a zero water absorption rate, it is often used to make bottles and containers.



Glass

Unique designs are created with coloring and partial decoration techniques.

License Business / Prototype Making

We license designs created by NARUMI's in-house designers.

We also create designs, prototypes and production molds by using our skills and resources as a leading manufacturer of bone china.



License Business

NARUMI's brand value and its design quality go beyond tableware.
We propose designs that best suit licensees' products.

Item Examples



[Milano] Bed Linens



[Graceair] Handkerchief



[Anna Emilia] Enamel Kitchenware



[Floral Paradise] Glasses Case

Making Designs / Prototypes / Molds

NARUMI's in-house designers and engineers provide custom-made designs, prototypes, molds and 3D data upon request.

Examples of Commissioned Work



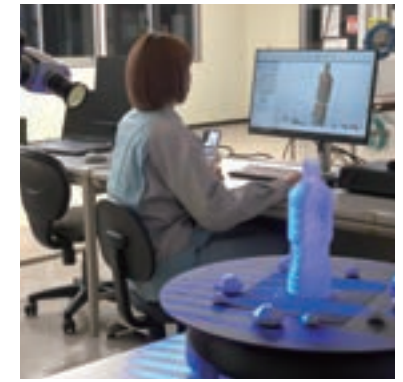
Design (Pattern / Shape)



Computer Graphic



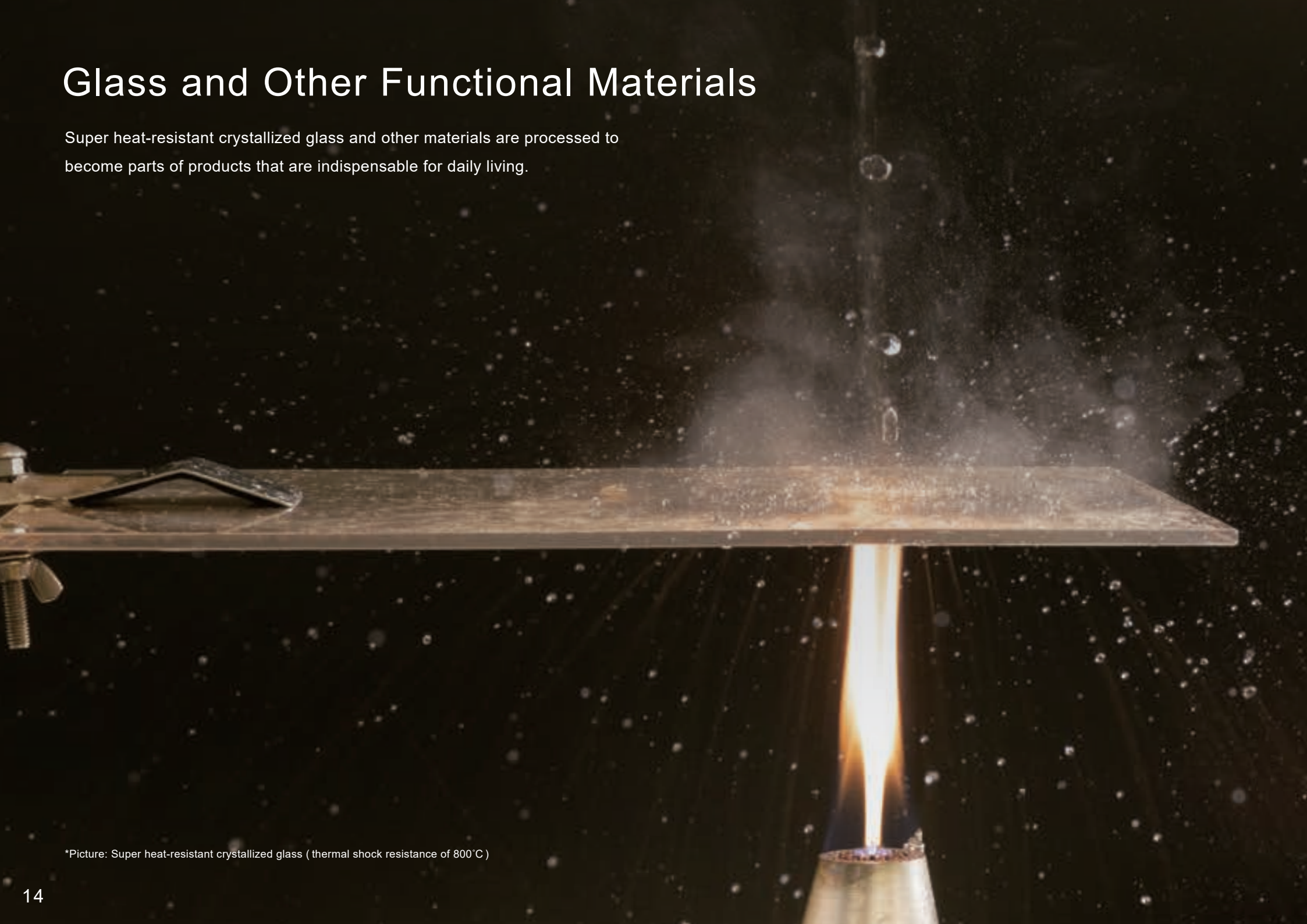
Prototype / Mold



3D Scanning

Glass and Other Functional Materials

Super heat-resistant crystallized glass and other materials are processed to become parts of products that are indispensable for daily living.



*Picture: Super heat-resistant crystallized glass (thermal shock resistance of 800°C)

Processing Glass Materials by Using Expertise in Chinaware Manufacturing

NARUMI's Industrial Devices business began in 1962 when super-heat-resistant crystallized glass was adapted for making kitchenware. The result was "Cook Master," a heat-resistant cooking pot.

This was followed by another unique development, "Dish to Brown," which was made of the same material as the Cook Master and had a conductive coating on the bottom that would brown food when heated in a microwave oven.

We have expanded our business by applying our chinaware manufacturing techniques to glass and other materials. Our products are now used in various places in different forms, such as glass tops for cooking stoves, heater panels, and heat-resistant covers.



Process Techniques



Glass Firing

Glass materials with different characteristics are produced by varying the firing temperature.



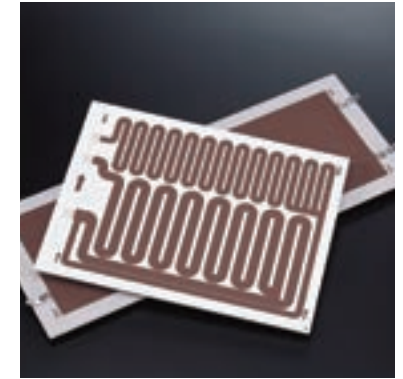
Printing on Glass

Glass items with detailed decorations and unique functions are produced by using special ink and printing technology.

Product Examples



Glass Top



Heater Panel



Heat-Resistant Glass Cover



Functional Materials

NARUMI manufactures different types of glass, mainly super heat-resistant crystallized glass, to be used as parts of products for everyday living.

Other materials include functional paste, low expansion fillers, and glass frit for cutting tools.

Home Collection

NARUMI's tableware and interior items are designed to make your time at home more joyful and graceful.



MILANO (Since 1972)

The Milano collection features a refined dynasty-style form with a graceful blue pattern. For over half a century, it has become a standard of Western tableware in Japan and it has gained a strong fan base not only in Japan but also overseas.

A Range of Items for Daily Use and Gift Use

With a heritage spanning more than 75 years, NARUMI's tableware creates moments of joy and happiness in daily life.

We have a range of individual items and gift sets available to meet the diverse needs of our customers including corporate gifts, wedding gifts, and personal gifts for special occasions.

Product Ranges



Bone China Tableware

NARUMI's bone china boasts a warm white body and delicate decoration. It is light and durable, and suitable for tea time on a special day as well as for everyday meals.

[Lucy's Garden]



Porcelain Tableware

NARUMI's tableware for kids is made of reinforced heat-resistant porcelain that is microwave and oven safe. It is carefully designed to be easy and fun for kids to use.

[Bremen] Kids tableware

Glassware



A wide variety of glassware is available, from simple clear-cut tumblers to modern tinted sake glasses.

[Glass Works] Drinking items

Interior Items



Items for display in the home, such as flower vases and picture frames, will brighten up your everyday life.

[Glass Works] Interior

Kitchenware



An innovative cooking pan was born out of cast iron and super heat-resistant crystallized glass. It can be used in a wide range of situations, from everyday food preparation to meals cooked on the campfire.

[+visi] Cocotte

About NARUMI's Bone China

We contribute to the joy of dining through our expertise as a pioneer of bone china.

What is Bone China?

Bone china was first developed in the 18th Century in England and later named bone china as it contains "bone ash" in addition to the main raw materials of porcelain.

It has established its reputation as the finest and most prestigious china and is used to make tableware for the world's leading luxury hotels and restaurants.

The bone ash used in bone china today is calcium phosphate, a safe material also used in toothpaste, baking powders, and supplements.



Why NARUMI's Bone China?

- Warm white color and translucency

The high percentage of calcium phosphate incorporated in NARUMI's bone china creates a distinctive whiteness and translucency. When you hold a piece of NARUMI bone china up to the light, you see the silhouette of your hand.

- Well-balanced form

By using skillfully-designed firing tools, NARUMI's bone china has excellent edge alignment when stacked. While bone china used to be said to be difficult to produce because of its large shrinkage rate in the firing process, NARUMI succeeded in mass production and gained a patent in Japan in 1965.

- Unsurpassed luster and beautiful decoration colors

NARUMI uses glaze specifically designed for bone china, which creates unsurpassed luster on the surface. This special glaze allows the color paints to sink into the china body, creating beautiful color patterns. As an environmentally-conscious brand, NARUMI began to mass produce lead-free glaze as early as in 1993 - the first manufacturer to do so in Japan.



Our History

- 1938 Nagoya Seito builds a new plant in Narumi, Nagoya, Japan
- 1943 Sumitomo Metal Industries acquires Nagoya Seito's Narumi plant
- 1946 NARUMI founded as a chinaware plant of Fuso Metal Industries
- 1950 NARUMI Corporation established
- 1962 First commercialization of "Cook Master," a pot made from super-heat-resistant crystallized glass, in cooperation with Nippon Electric Glass Co.
- 1965 Obtains a patent for the raw material of bone china and succeeds in the mass production of bone china for the first time in Japan
- 1965 First bone-china dinner sets exported to the United States
- 1972 Luxury bone-china collection "Milano" launched
- 1975 Bone-china collection specially designed for hotels and restaurants launched
- 1982 Mie Narumi (plant) established
- 1988 Ultra-premium bone china collection "Clon de Muse" introduced
- 1991 Narumi Singapore PTE Ltd established
- 1991 Narumi Hong Kong Representative Office established
- 1995 P.T. Narumi Indonesia (plant) established
- 2000 Production facilities of Nagoya plant transferred to Mie Narumi
- 2002 Daily-use collection "Styles" introduced
- 2005 Narumi Shanghai Company Ltd established
- 2006 CITIC Capital Partners Japan Ltd becomes the shareholder of NARUMI
- 2007 Glassware brand "GLASS WORKS NARUMI (GW)" launched
- 2010 P.T. Narumi Indonesia obtains its second plant
- 2015 Ishizuka Group becomes the shareholder of NARUMI
- 2016 Narumi Tableware USA, Inc. established



Sustainable Development Initiatives



As a NARUMI Group, we strive to contribute to the development of food culture and to the quality of our customers' lives and happiness through our corporate activities, which take place under the mission "To create moments of happiness and excellence in life." In order to further strengthen our commitments to global issues and support the Sustainable Development Goals (SDGs) adopted at the United Nations summit in 2015, we have set up our own SDGs. From the UN's 17 sustainability goals, we selected seven goals that are most relevant to our corporate activities, and we are actively engaged in achieving these goals based on our three internal sustainability principles.



Since our establishment in 1946, we have believed in the happiness that dining together brings while flexibly responding to the ever-changing global environment. We hope to keep striving to address de-carbonization and other environmental and social issues.

NARUMI's Three Sustainability Principles

1. To continue to be an earth-friendly company

- Recycling in the manufacturing process
- Carbon Pass certified products



2. To address social issues and contribute to the development of food culture

- Supporting the Pink Ribbon Campaign
- Supporting social activities for children and families in need



3. To be a respected company that is loved by the community and employees

- Factory tour for children in the community
- Company tour for employees' families
- Health and Productivity Management



Sustainability Initiatives in Bone China Manufacturing

• Mie Narumi

Established in 1982, Mie Narumi is NARUMI's mother plant in Japan and is located within the Ise-Shima National Park. NARUMI's eco-friendly manufacturing approach has allowed the factory to coexist with the beautiful nature surrounding it for over 40 years.

• P.T. Narumi Indonesia

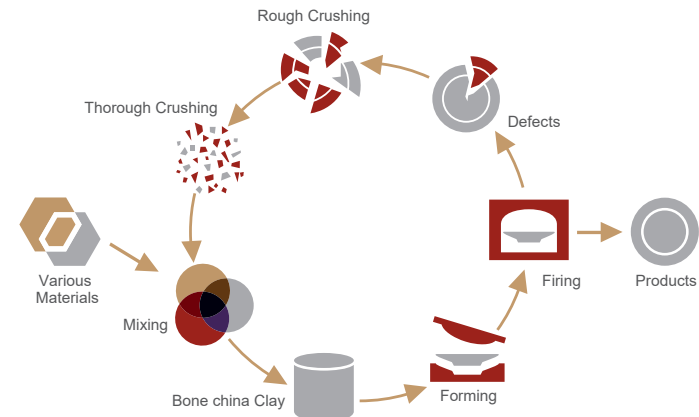
Established in 1995, NARUMI Indonesia is NARUMI's main factory for producing bone china for the global market and contributes to the development of Indonesian industry. It maintains the same quality level as the Japanese plant through the same strict production control.

1.Reducing Waste by Reusing Raw Materials

About 9% of the raw materials used in NARUMI's bone-china products are recycled materials, such as defective products generated in the manufacturing process. The defective products are crushed and returned to a raw state to be reborn as part of the raw materials for new products.

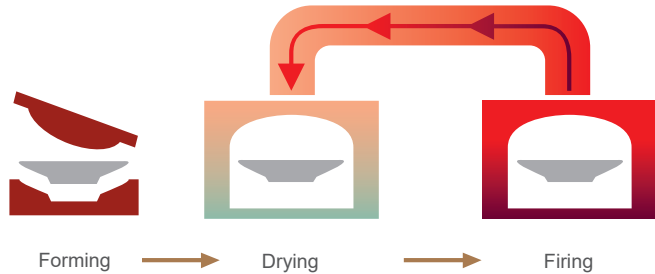
In addition, about 30% of the fresh raw material itself comes from a recycled material: calcium phosphate is a by-product of gelatin making, recycled as a raw material of chinaware.

We are striving to increase the ratio of recycled materials further by improving the process of recycling defective products and exploring other recycled materials that can replace existing materials.



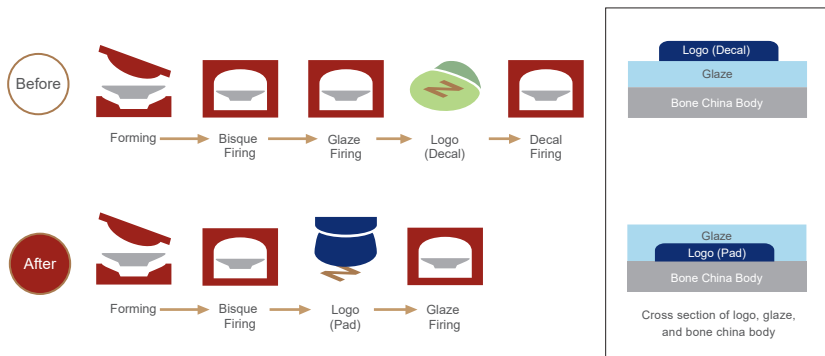
2. Waste Heat Recycling

In order to reduce CO2 emissions, we recycle waste heat from the firing furnace and use it as a heat source instead of using gas as a heat source for the drying room.



3. Improvement of Firing Process

Plain white bone china without patterns used to require three rounds of firing, but now most of these products are only fired twice, which contributes to a significant reduction in CO2 emissions. This also leads to improved durability of the product itself, as the brand logo is applied before glaze coating.



Sustainability Initiatives in Glass Manufacturing

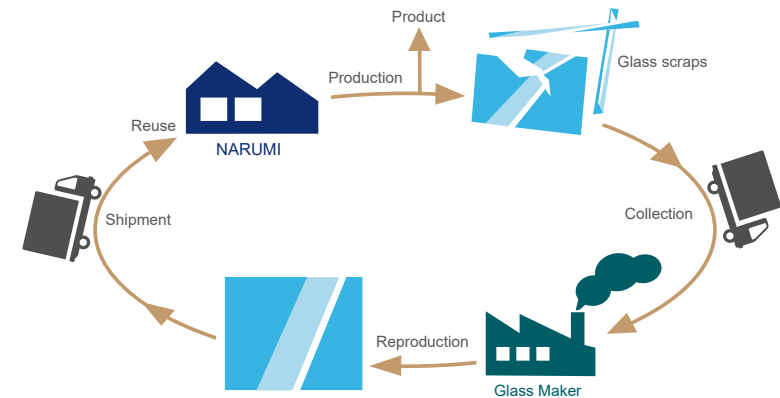
• Industrial Devices Plant

We started producing cooking pots made of super heat-resistant crystallized glass in 1962. Since then, we have pursued environmentally friendly production and have acquired ISO9001 and ISO14001 certification.

1. Reducing Waste by Reusing Raw Materials

The amount of glass waste is minimized by returning the glass scraps generated in the manufacturing process to become raw materials.

In order to further reduce waste, new equipment is in consideration to return defective products to serve as raw materials.



2. Improvement of work environment through mechanization

New machines are being installed to improve the working environment of our employees.

Brand Story

NARUMI was founded in 1946 with the dream of providing a happier and richer dining experience for people and their loved ones. This was at a time when Japan was yet to see economic growth. NARUMI began by manufacturing and exporting porcelain dinnerware to the United States; it became admired for its beautiful shape and decoration. However, NARUMI knew it was on to something even better: bone china.

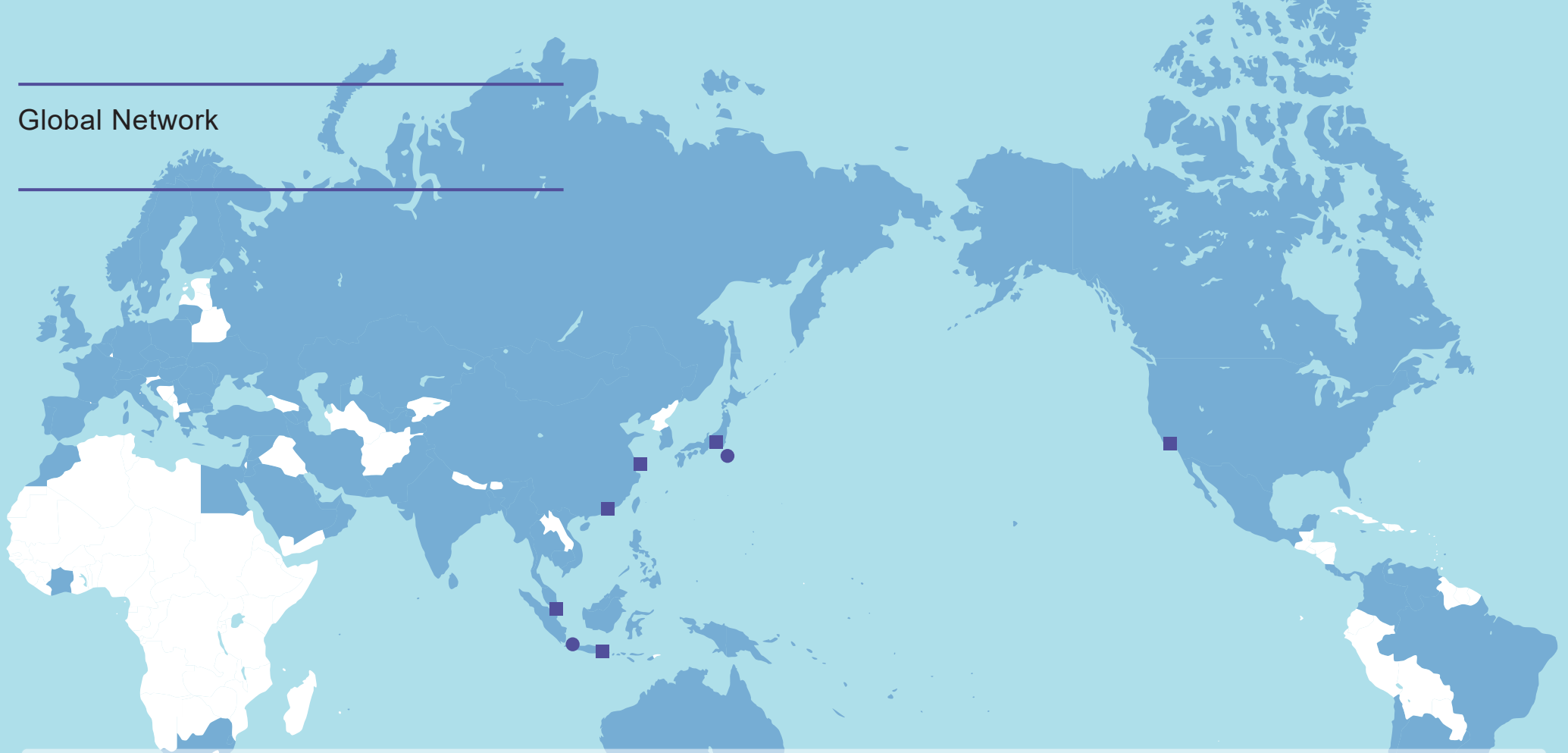
In those days, bone-china dinnerware was produced by just a few manufacturers in Europe. In Japan, it had only been produced by a small number of manufacturers in small runs. The technique for making a full set of dinnerware had not, at that point, been established in Japan; back then, all that could really be made from bone china were “one of a kind” figurines. The prevailing wisdom was that you would go bankrupt if you tried to produce bone china. Nevertheless, NARUMI began researching mass-producing bone china in 1963 in order to move beyond what it had already achieved.

In 1965, NARUMI succeeded in mass producing bone china in Japan for the first time. Since then, NARUMI has produced masterpieces of bone china with beautifully designed shapes and patterns. Due to its high-quality products, sophisticated design, and unique sales ideas, NARUMI has become popular in the hospitality and retail markets.

Applying the production techniques used to create bone china, NARUMI started producing other ceramic and glass materials. “Neo-ceram”—heat-resistant glass—has grown to be the second core business for NARUMI, as it is appropriate for modern cooking techniques such as microwaving and induction heating. Until today, NARUMI has been devoted to developing products that create moments of happiness and contribute to quality of life.



Global Network



Overseas Offices (Tableware Business)

- NARUMI SINGAPORE PTE LTD.
- 鳴海 (上海) 商貿有限公司 NARUMI SHANGHAI COMPANY LTD.
- NARUMI SHANGHAI CO., LTD. GUANGZHOU BRANCH
- NARUMI CORPORATION HONG KONG REPRESENTATIVE OFFICE
- NARUMI TABLEWARE USA, INC.
- P.T. NARUMI INDONESIA, JAKARTA OFFICE
- P.T. NARUMI INDONESIA, BALI OFFICE

- Sales office
- Production plant

Domestic Offices (Tableware Business)

- Sendai Office
- Tokyo Office
- Nagoya HQ
- Mie Narumi
- Osaka Office
- Fukuoka Office

Domestic Offices (Industrial Devices Business)

- Nagoya HQ

Office Location



Blue Highlights : Exported countries (more than 100 countries)

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<https://www.narumi.co.jp/>



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