



Lessons in Customer-Oriented Sales from THK

GUANGZHOU MINJIA MANUFACTURING TECHNOLOGY CO., LTD.

President **Zhao Hu** (Left)

Vice President **Li Yuanyuan** (Right)

— Tell us about your company.

We were established in 2001 as a manufacturer focused on two divisions: parts for compressors and core components for machine tools and robots. Our corporate philosophy is to provide our customers with energy-saving and high-efficiency machine tools, competitive solutions, and superior service. We have production and sales bases in Suzhou, Guangzhou, and Baoji, and 60% of our 300 employees work at our development division located in Guangzhou. We have been recognized for our ability to develop original technology, being the only Chinese company selected among affiliated metalworking businesses worldwide to receive a technology innovation award three times, in 2015, 2017, and 2018. We currently have 100 patents, and we are one step ahead of other Chinese companies when it comes to machines that manufacture ball screws, the LM Guide, and bearings.

— Tell us how you first encountered THK products.

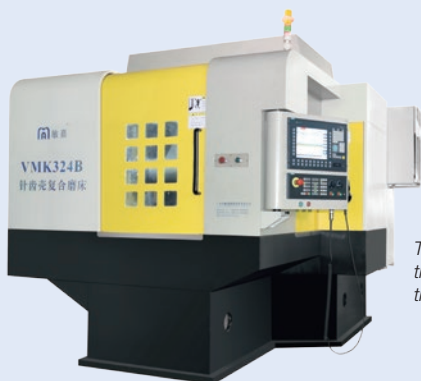
I think it was about 30 years ago. When I was working in the machine tool development division at another company, a THK salesperson told me about their products. It was the first time I had seen a THK product, but I was convinced that sliding guides would give way to rolling guides in the future. That was how we began using the LM Guide, including in prototype machines, 10 years before our competitors. Using the LM Guide drastically improved our productivity, enabling us to develop high-quality multifunctional machines. Honestly, I think our technology would not have improved if I had not met THK. That is because, even as we purchase THK products, we also provide THK's Chinese factories with production equipment. THK has very strict quality requirements

for the products we deliver, which gives us a lot of inspiration for technological innovation, one of our core principles. By manufacturing machines that would satisfy THK, without realizing it, we had naturally become able to create high-quality machines. In particular, we frequently exchange ideas about technology with THK MANUFACTURING OF CHINA (CHANGZHOU), which has led to the development of our original multifunctional machines.

— What do you think about THK's technology and service?

The stable quality of THK's products is essential to our goal of producing the best machines in the world. They have an office near our factory in Guangzhou, so having salespeople come over right away when there is a concern has been very helpful. THK is a large corporation, but they treat each of their customers with the same, unchanging level of respect. I often stop by exhibitions, and I see THK's representatives doing their best to introduce even small and medium-sized companies to their products. I admire how their sales efforts remain unchanged while focusing on the future. THK truly practices customer-oriented sales activities, thinking, acting, and verifying results from the customer's perspective. We have reflected that in our corporate philosophy, too. I have had the opportunity to meet President Teramachi, and looking back, I almost feel like I have spent more time in meetings with THK than in industry meetings. I will reach out to people in related industries, so when a new product comes out, I hope THK will hold an information session for us. We will continue to maintain a good relationship with THK and refine our technology.

As a final note, I heard we are the first users outside of Japan to be introduced in THK's CSR Report. We are greatly honored to have been chosen.



The four-axis grinding machine that won the technology innovation award in 2017

Interview