

# OUR AMERICA



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## MAKERS OF MODERN JAPAN

Japan is synonymous with longevity. The country has one of the highest life expectancies in the world, while Japanese products are renowned for their durability, from rugged automobile engines to no-nails construction techniques, built through over-engineering and an obsession with precision.

The nation is also home to a remarkable number of 50, 100 and even 200-year-old companies, shaped by family-oriented succession and the principle of *sampo yoshi*—good for the seller, good for the buyer, good for society. Long before corporate social responsibility became a global buzzword, Japanese firms were already playing the long game. Here are several thoughts from leaders of long-lived firms:

### Tanabe Kenden, founded 61 years ago.

“Our expertise goes back to my father, Shunichi Tanabe. In 1984, he was invited by Platinum Guild International to give a special lecture. The knowledge he accumulated over many years has since been incorporated into our platinum casting products,” said President Harumi Tanabe.

### Nodaki, founded 119 years ago.

“Through successive generations, our company has maintained quality. I am the sixth generation of presidents at Nodaki. I learned that customers and employees need to be at the forefront of any business decisions,” said President Noritsugu Noda.

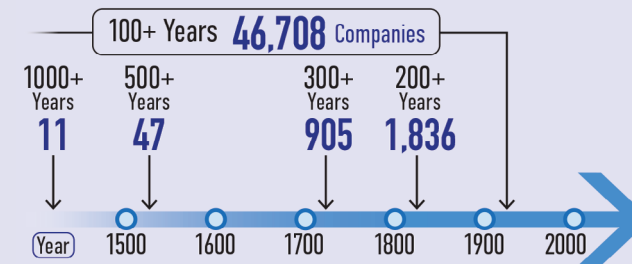
### Marukome, founded 172 years ago.

“As a long-established, family-run company, we are accustomed to taking a long-term perspective, often engaging in projects that span decades. We believe it is our responsibility to work towards a more sustainable food future,” said President Tokio Aoki.

### Kiyoken, founded 118 years ago.

“Our first president, created *shiumai* (dumplings) as a signature Yokohama souvenir 98 years ago. Since then, they have accompanied people in many settings—as a travel companion, or something to enjoy during cherry blossom season,” said President and CEO Akira Nonami.

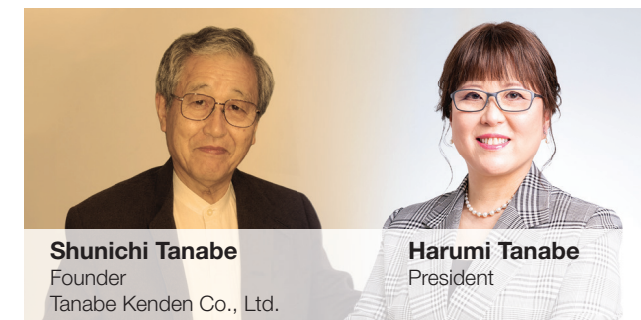
### JAPAN'S BUSINESS HERITAGE IN NUMBERS



Source: Teikoku Databank, Ltd., December 2025

## Casting a Legacy

Building on over 60 years of experience, Tanabe Kenden continues to make its mark.



**Shunichi Tanabe**  
 Founder  
 Tanabe Kenden Co., Ltd.

**Harumi Tanabe**  
 President

The Tanabe story began in 1965, with a small workshop in Setagaya, one of Tokyo’s western suburbs. Shunichi Tanabe, founder of Tanabe Kenden, was an engineer with exceptional technical skills. He could generate unique ideas and turn them into tangible products, and this talent lent its hand to developing equipment used in jewelry manufacturing processes, such as casting and polishing. Never satisfied, he always strove for further quality improvements. His masterpiece of the time, a platinum casting machine, along with many other Tanabe Kenden machines, is still used in jewelry workshops around the world today.

The company philosophy began with a simple statement: “If we make high-quality products, they will be accepted all over the world.” This optimism and unwavering belief in quality is still paramount today.

Shunichi’s daughter, Harumi, President of Tanabe Kenden, oversees the production of machinery for the global jewelry industry’s most discerning customers. “The commitment and technology of our founding members are still more than relevant in today’s world. Building trust not only by selling quality products, but also by providing thoughtful technical support is essential for customers who pursue the best,” she said. “While technology has evolved over time, our commitment to building relationships of trust with our customers will never change,” Tanabe added.

