

To Members of the Press,

June 6, 2025

SWCC Corporation  
TOTOKU INC.

### **TOTOKU Receives ESQR's 2025 "Quality Choice Prize" for the First Time**

We are pleased to announce that TOTOKU INC. (Headquarters: Minato-ku, Tokyo; Chief Executive Officer Ken Maki; hereinafter referred to as "TOTOKU"), a group company of SWCC Corporation (Headquarters: Kawasaki City, Kanagawa; Representative Director, CEO and President: Tetsuo Komata, hereinafter "SWCC"), has been awarded the prestigious "The Quality Choice Prize 2025" by the European Society for Quality Research (ESQR). The award ceremony took place in Stockholm, Sweden, on May 29, 2025.

#### **About the European Society for Quality Research (ESQR)**

The European Society for Quality Research (ESQR) is an esteemed European organization headquartered in Lausanne, Switzerland. It conducts recognition and research on quality improvement techniques across various organizations worldwide. Through its annual conventions and awards ceremonies, ESQR contributes to the promotion of a quality culture, evaluates excellence, fosters innovation, disseminates knowledge, shares best practices in conformity assessment, and facilitates networking.

[ESQR Official Website] <https://esqr.org/>

#### **Convention and Awards presentation ceremony**

On May 29, 2025, a Convention and Awards presentation ceremony were held in Stockholm, Sweden, attended by business leaders, academics, and quality experts from around the globe. Ken Maki, the Chief Executive Officer of TOTOKU, was in attendance to receive the award.

A summary of the speech from Morning session can be found on the following website:

[https://www.totoku.co.jp/wp/wp-content/uploads/2025/06/HP\\_English2.pdf](https://www.totoku.co.jp/wp/wp-content/uploads/2025/06/HP_English2.pdf)



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- ① "Morning Session Highlights (Mr. Tsukada, Executive Officer, TOTOKU INC.)"
- ② "Award Ceremony Highlights (Mr. Maki, Chief Executive Officer CEO of TOTOKU INC. [Left])"
- ③ "Commemorative Photo with Award Recipients from Over 40 Countries Worldwide"

## In Recognition of Our Award: Decades of Commitment to Quality Management

The "Quality Choice Prize" awarded to TOTOKU recognizes companies that have implemented highly effective quality management systems characterized by strong ethics and steadfast innovation, achieving substantial results in their business activities. TOTOKU has long acknowledged the importance of quality management in product manufacturing and obtained ISO 9001 certification for Quality Management Systems from the International Organization for Standardization (ISO) in 1995. Since then, we have consistently advocated for quality management and quality assurance through ongoing improvement initiatives across our domestic and international group companies, particularly in the design, development, and manufacturing of wires, heater products, processed cables, and wire-processed products.

We perceive this award as a testament to TOTOKU's globally recognized efforts over many years. As we strive to expand into global niche markets, our unwavering belief that "quality is the greatest value we can offer to our customers" continues to guide us. We have been dedicated to listening attentively to our customers' voices and co-developing top-quality products and services that meet their needs.

Encouraged by this award, we remain committed to further enhancing our quality improvement initiatives and delivering products and services that contribute to our customers' value creation.

### ■About TOTOKU INC.



Company Name: TOTOKU INC.

TOTOKU INC. is a pioneer in the development and production of distinctive products in the fields of wires, heater products, processed cables, and wire-processed products, leveraging technologies honed through materials development. The company is expanding its business globally while striving to enhance its brand recognition worldwide under the slogan "PLUS ULTRA." Committed to co-creating with customers, TOTOKU aims to be an electronics components company that delivers surprises and excitement.

As of April 2025, TOTOKU became a wholly-owned subsidiary of SWCC Corporation, operating as part of the SWCC Group. By integrating the customer base, technological development capabilities, and manufacturing resources of both SWCC and TOTOKU through cross-selling and joint development, the companies aim to generate diverse synergies, enhancing the corporate value of both entities.

Business Activities: Manufacturing and sales of wires, heater wires, processed cables, and wire-processed products

Establishment: November 22, 1940

Capital: 6.73 billion yen

Number of Employees: 431 (non-consolidated) / 1,463 (TOTOKU Group)

Website: <https://en.totoku.co.jp/>



 **SWCC** 株式会社

Company Name: SWCC Corporation

Founded in 1936 as a spin-off from the wire division of Tokyo Electric Company, now known as Toshiba Corporation, SWCC Corporation has transitioned from being a comprehensive wire manufacturer to a value-creating company that offers solutions. With this shift, SWCC Corporation leverages its core technologies developed in two main business segments to explore new business opportunities. As a company that adapts to societal changes, it is committed to contributing to a sustainable society where the reliable use of electricity and communication is a given. In 2026, SWCC Corporation will celebrate its 90th anniversary.

**Business Activities:** Manufacturing and sales of wires and cables, electric power equipment components, winding wires, optical fiber cables, rollers for information equipment, seismic isolation materials, and more.

**Establishment:** May 26, 1936

**Capital:** 24.221 billion yen

**Revenue:** 237.862 billion yen (Fiscal Year ending March 2024)

**Number of Employees:** Approximately 1,500 (non-consolidated) / Approximately 5,000 (consolidated)

**Market:** Tokyo Stock Exchange Prime Market [Code 5805]

**Website:** <https://www.swcc.co.jp/> <https://www.swcc.co.jp/eng/>

**SWCC Purpose:** [https://youtu.be/iSspV\\_DulzU](https://youtu.be/iSspV_DulzU)

Thank you for providing the information.

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