

Shinagawa Refractories prizes global proximity

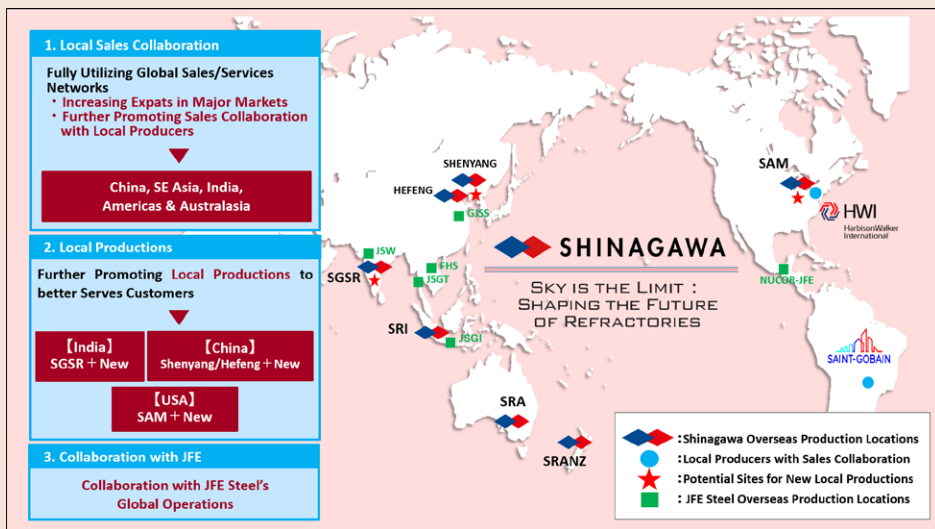
Here is a trivia question of the day: where do the three most famous and traditional Japanese bean-paste buns come from? The answer is Tokyo, Fukushima and Okayama. Interestingly, there is a global refractory supplier that has a deep connection with all of those prefectures.

Established in 1875, as a first private fire brick producer in Japan, Shinagawa Refractories built its very first plant in Shibaura, Tokyo, and later added one in Iwaki, Fukushima and one in Bizen, Okayama. The company now has 14 manufacturing plants worldwide and further looks to expand its global reach with a focus on "Proximity."

Proximity – nearness in space, time and relationship – is the core of Shinagawa's strategic global strategy. Proximity could also be translated as physical or geographical closeness, availability in the same time zone, and a reliable relationship based upon trust and confidence. Achieving all these aspects of proximity is how and why Shinagawa has established its position as Japan's leading refractory manufacturer.

On its home ground in Japan, Shinagawa operates six production plants at two main locations: East Works and West Works. While East Works mainly produce value-added shaped refractories, such as shrouds and nozzles for the steelmaking process, West Works cover a wide variety of products, from shaped refractories to monolithic, precast shapes and even mould powders for the continuous casting of steel. Although the first plant in Tokyo was eventually closed, the works in Fukushima and Okayama have remained to hold two of the largest production capacities of the company through 145 years.

Turning to overseas markets, Shinagawa has achieved great success in developing the finest mould powders for high-end steel mills in China. Shenyang Shinagawa Metallurgy



Materials in Shenyang and Liaoning Shinagawa Hefeng Metallurgical Material in Anshan have secured a predominant market share as suppliers of spray-dried mould powders for major steel producers in China. In recent years, they further extended their proximity for customers in South Korea, Vietnam, India, Australia and Brazil.

In Australia and Oceania, Shinagawa Refractories Australasia (SRA) covers more than 30% market share of all refractory spend in the region. Three highly efficient monolithic plants are located in Unanderra, NSW, and Kwinana, WA, in Australia, and in Huntly in New Zealand. As the largest local refractory supplier, SRA delivers cost-competitive, consistent-quality products for Australian steel producers and many industrial customers.

In the ASEAN region, Shinagawa Refractories Indonesia (SRI) locally manufactures monolithic refractories. Located in Jakarta, the center of a rapidly growing economy, SRI supports the development of vital social infrastructures by providing full-range, high-quality refractory materials from all Shinagawa group companies.

In the United States, Shinagawa Advanced Materials Americas (SAM) operates a mould powders plant in Mogadore, OH. SAM's dedicated technical team and three expat engineers from Japan work closely together to offer superior "Made in America" mould powders and functional refractories imported from Japan.

Beyond the company's own network, Shinagawa has seen a successful sales evolution through business alliance with HarbisonWalker International, Pittsburgh, PA, the largest supplier of refractory products and services in the US. Shinagawa is also considering a new local production investment and potential technical collaboration.

In India, SG Shinagawa Refractories India (SGSR) supplies premium-quality tap-hole clay for blast furnaces in India from its plant in Halol, Gujarat. For the stable operation of local blast furnaces, SGSR provides flexible delivery lead time and on-site technical support with two expat engineers from Japan. Here also, another local production project is in discussion, and Shinagawa plans to strengthen its "Made in India" product portfolio in coming years.

Shinagawa's 2023 mid-term performance target includes 35% growth from 2020 in its overseas sales revenue. As Heiki Miki, Overseas Business Division Director, emphasizes, "Shinagawa will be there for our customers worldwide: we are reachable where they need us most, with solutions and improvements they need most. Achieving proximity in every sense, Shinagawa is ready to serve customers anywhere, anytime and for anything at all."



Shinagawa Refractories Co., Ltd.
 +81-3-6265-1609
 info@shinagawa-ref.com
<https://www.shinagawa.co.jp/en/>

