Casio, growing worldwide

Casio products are familiar to many people, and the brand is delivered worldwide through global production systems and sales networks. Casio products are useful in people’s lives, and we will continue to provide products and services that offer new value around the world.

GROUP NETWORK

Casio brand trademark registrations
Territories that are part of one regional trademark system are counted as one region

BRAND

SALES

Percentage of sales outside Japan
Sales outside Japan from April 2015 to March 2016

68.6%

GROUP NETWORK

Size of Casio Group
Number of headquarters and group companies (as of July 8, 2016)

45

COMMUNICATION

Experience-based events to promote shared awareness: SHOCK THE WORLD

SHOCK THE WORLD is a global promotional campaign that conveys the G-SHOCK brand worldview, along with its essential feature of toughness. Since the first event in New York in 2008, events have been held in a total of 73 cities around the world (as of July 2016). The initiative is designed to allow G-SHOCK fans to enjoy the product’s appeal through a full sensory experience.

Raising the profile of the Casio brand at international trade shows

Every year, Casio participates in exhibitions attended by the world’s leading companies. Held annually in Las Vegas, the International Consumer Electronics Show (CES) is one of the largest events of its kind anywhere. Baselworld is a watch and jewelry fair held in Switzerland that attracts media and buyers from all over the world. By participating in these and other events, Casio is distributing its latest information globally.
Casio, a globally trusted brand

Seeking to ensure that customers can use Casio products with confidence over many years, the company maintains uncompromising manufacturing practices and strict quality control from the design stage to the completion of the finished product. In addition, Casio is also working worldwide to help people lead more enjoyable, safer lives.

Reliability initiatives

Product design concept for durability and peace of mind
Casio design concepts ensure that customers will be able to use their Casio products for a long time. Casio developed TAFcot technology for product toughness; it enhances body rigidity with side beams made from high-strength material and aluminum alloy panels. This design mitigates any external force applied to the LCD panel thanks to high-performance cushioning material and the aluminum alloy panels, providing a protective interior space. Casio has adopted this technology for its electronic dictionaries to protect them from damage if dropped during use or if pressure is placed on them inside a bag.

Thorough quality testing in the design stage
Casio quality standards are created to ensure that products can be used with confidence in diverse situations. Casio performs stringent testing by prototyping products from the design stage. For example, electronic dictionaries are subjected to a pressure test, where a load is placed on the dictionary unit, verifying top-down robustness. Since Casio handheld terminals are designed for use in locations high above the ground, they are tested to ensure they provide height-specified drop strength. Only those prototypes that meet all the quality criteria for the product concerned, such as water and dust resistance, move on to the production process.

Production system enhances quality with a high level of manufacturing technology
The Premium Production Line at Yamagata Casio produces high-quality Casio brand watches that sell at higher price points. It employs technology to maximize accuracy using the company’s own special manufacturing equipment, combined with a high level of human skill found only in top certified personnel. Under a global production system, Casio sites deliver high product quality worldwide. For example, to prevent any particulate matter from contaminating products being made at Casio Thailand, plastic parts are molded in a clean room. This ensures steady production of highly reliable products.

Environmental initiatives

Environmentally friendly products free from harmful mercury
Casio has been working hard to create products with a low impact on the environment. It has invented high-brightness projectors using the world’s first light source technology that replaces high-pressure mercury lamps. As a result, all Casio projectors are now mercury-free. Global efforts to eliminate the use of mercury in products include the adoption of the Minamata Convention on Mercury, which aims to reduce the risk of hazardous mercury contamination. As part of this effort, Casio is striving to reduce its environmental impact as a leading company that provides mercury-free projectors.

Regional initiatives to address climate change
At Casio Electronics (Shenzhen), a production site in China, employee volunteers participate in an annual tree planting activity organized by the local government. With 2016 marking the ninth year of its involvement, the company is helping to promote regional reforestation. For example, electronic dictionaries are now mercury-free. Global efforts to eliminate the use of mercury in products include the adoption of the Minamata Convention on Mercury, which aims to reduce the risk of hazardous mercury contamination. As part of this effort, Casio is striving to reduce its environmental impact as a leading company that provides mercury-free projectors.

Social contribution activities

Helping to improve educational environments and promote interest in science and technology
Casio China is promoting “My Dream Backpack,” a program to help children lacking educational opportunities due to poverty or natural disasters. It aims to help improve the educational environment for these children by donating backpacks filled with school supplies, along with Casio products that can be used in the classroom, such as calculators and electronic musical instruments.

The Toshio Kashio Memorial Museum of Invention was established to showcase numerous inventions made by one of the founders of Casio. The museum holds an exhibit for children during the summer vacation. In 2015, young visitors to the museum were able to learn digital principles and experience the advantages of digitalization. To help them develop an interest in science and technology through a hands-on exhibit, the museum allowed children to make comparisons of a calculator with an abacus, a stopwatch with an hourglass, and an electronic dictionary with a paper one.