November 18, 2016

Nippon Zenyaku Kogyo Co., Ltd.

Recipient of the Japan Quality Award

Nippon Zenyaku Kogyo Co. Ltd. (ZENOAQ) has been awarded the fiscal year 2016 "Japanese management quality prize (Japan Quality Award)". This is the first time that this award has been awarded to a member of the Japanese veterinary pharmaceutical, livestock and pet industry.

Since 2008, ZENOAQ has been promoting management quality improvement activities (Activities for Management Quality Improvement) in earnest. A "management quality improvement committee" with the company president as chairperson, together with a "management quality improvement project" by employees working on management quality improvement activities were set up based on a management quality improvement program. Even after natural disaster caused by the Great Eastern Japan Earthquake, the quality of the management activities was maintained, and the Japan Quality Award Management Innovation Promotion Award was awarded to ZENOAQ in fiscal 2012. Thereafter, a number of self assessors were trained, and the activities were introduced into each department and team. The outcome was the creation of customer value, resulting in ZENOAQ receiving the “Japanese management quality award”.

Receiving this award was made possible by the continuous support of customers, business partners and the local community, and this is sincerely appreciated. We are now greatly encouraged by the evaluation of our activities and accomplishments, and taking into account the point of view of our customers, will continue management reform and process improvement, and pursue our corporate philosophy of “To enhance the value of animals to society and contribute to social well-being.

* An awards ceremony will be held in Tokyo on February 22, 2017.

[Japan Quality Award]

The Japan Quality Award was established after the Malcolm Baldrige National Quality Award, which helped trigger the recovery of the U.S. economy during the 1980s. The program supports the management innovation of companies with a framework focused on management quality.

ZENOAQ was awarded the prize for:

- Promotion of “Problem-solving based sales” by cooperation between different departments in the direct sales system.
- Creation of the next generation core competence products by enhancement of the function of research and development and infrastructural re-organization.
- Organizational innovation via company-wide, department and sales outlet self assessment.

Nippon Zenyaku Kogyo Co. Ltd. is now evolving from a core competence (CC) long-term best selling solid formulation “Koen” and direct communication with the customer “Direct Sales System” management (CC management) to the next generation CC management. This evolution has resulted in the in-house development of a next generation recombinant protein product Allermmune HDM for the global market, and commencement of sales in June 2014 as a desensitization therapy for canine atopic dermatitis in Japan. Furthermore, for ideal realization, we reflect on the company activities and work on the improvement and innovation of the organization’s activities and business processes. As a result, the annual customer satisfaction (CS) and employee satisfaction (ES) surveys have consistently shown high satisfactory evaluations, and the soundness of financial results is also being maintained.

[ZENOAQ]
Company name Nippon Zenyaku Kogyo Co., Ltd.
Head Office 1-1 Aza-Tairanoue Sasagawa, Asaka-machi, Koriyama City, Fukushima Prefecture, 963-0196 Japan
Established May, 1946
Capital 170 million JPY
Representatives Dr. Kuniaki Fukui, CEO
Mr. Keiichi Takano, President & COO
Description of Development, manufacture, import, export and sales of animal health business products
Number of 665 (Group 794) employees
Sales 28.1 billion JPY (FY 2015) (approximately US$248.5 million)
ZENOAQ is leading company in the manufacturing and sales of medical supplies for animals in Japan. From the launch of its best selling solid formulation series for cattle “Koen” in 1958, to the launch in 2014 of the first of its kind in the world, canine atopic dermatitis immunotherapy Allermmune HDM, the company has been making further efforts towards improved customer value based on core competence (CC) management. As a manufacturer of veterinary pharmaceutical products, we are the only company with a country-wide direct sale system in Japan, with a broad product lineup for both production animals as well as companion animals. We sell original products as well as import and sell products from overseas in the Japanese market, and also manufacture and are expanding sales in the Asian market. ZENOAQ’s partners include Merial, Vetoquinol, Mars, Intervet, DSM Nutrition as well as IDEXX Laboratories. In May of 2016, we celebrated 70 years from our founding.