

Development of Motiontite

No. 2

Two years have passed since we launched Motiontite (trademark registered). Last year, we got more and more business partners, and Motiontite was employed by more and more major companies. It could be said that last year was literally the first year of selling. Motiontite was often employed as an important part. We think that the features of Motiontite – the price almost the same as standard goods and the performance overwhelmingly superior to the standard goods – have been appreciated. Also, we are grateful as the spread of Motiontite is also a fruit of selling efforts by our business partners.

Our development target of this year is to improve fatigue strength of an aluminum bolt, which has been considered as the most difficult task. Aluminum bolts have come to be increasingly employed in automobiles in Europe for weight saving. Such trend is accelerating also in Japan. If the fatigue strength of the aluminum bolt giving anxiety about strength could be improved, it would contribute largely to improvement of gas mileage, too. We expect that spread of Motiontite to overseas will accelerate if the features of anti-loosening and break-proof of Motiontite can be applied also to materials such as aluminum.

Last year, "Shitamachi Rocket," a drama depicting a small business battling against a big business, attracted tremendous attention. As in that drama, some day, Motiontite might be employed in a rocket for real. To be prepared for that day, we continuously make efforts to improve the performance of Motiontite.

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