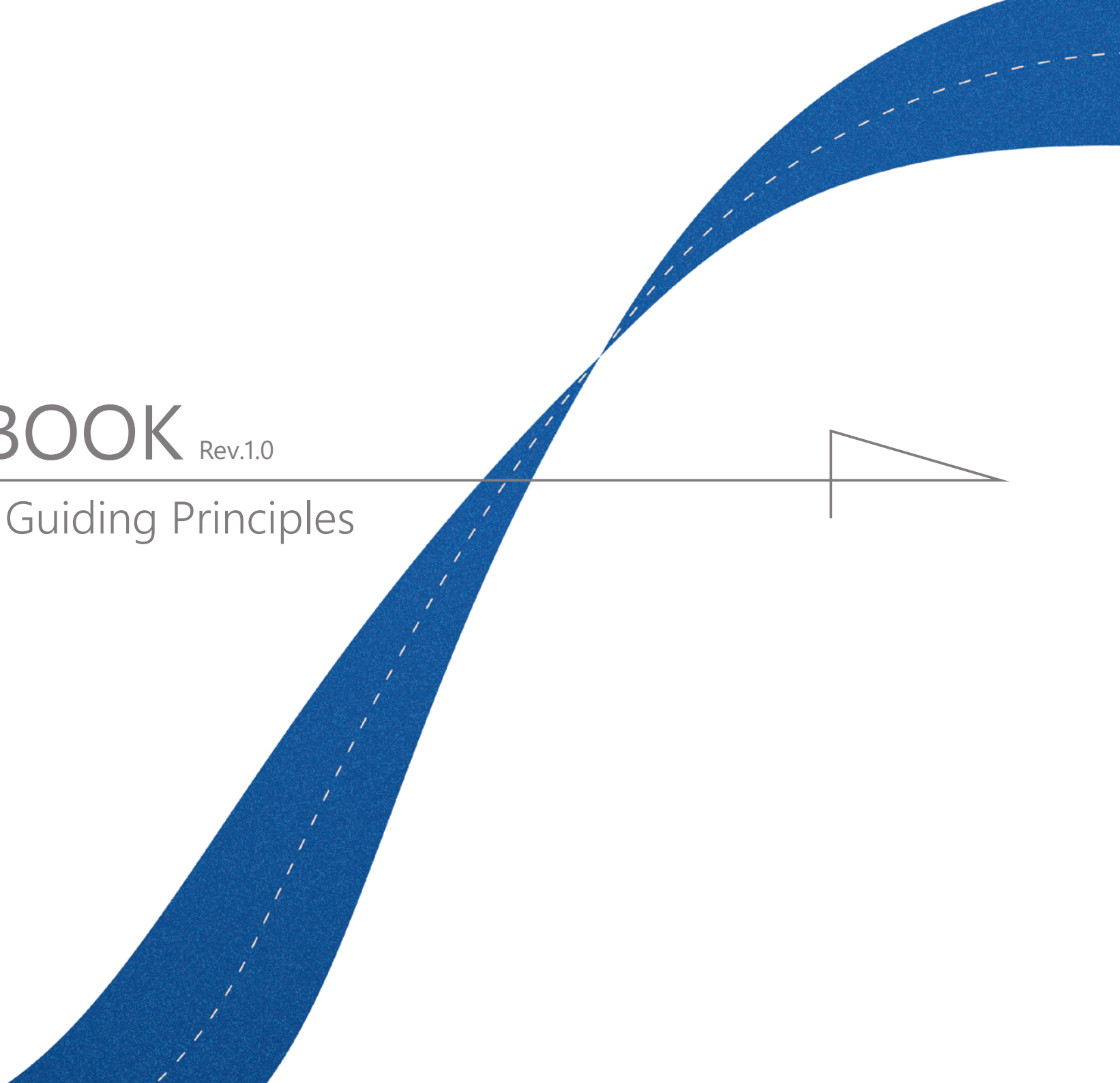
JUKI

BRAND BOOK Rev.1.0

JUKI AXIS：Our Guiding Principles



JUKI has supported manufacturing and everyday life around the world, primarily through its industrial sewing machine business.

Clothing is essential to everyday life, and the sewing industry that supports it is a vital part of society's infrastructure around the world.

Beyond providing products and technologies, we aspire to be a partner to our customers, working together to shape the future of clothing and society.



What is our purpose? What do we aspire to contribute to society? And what challenges do we want to address as we shape the future?

This booklet brings together the JUKI Group's Management Principles, Brand Statement, and approach to value creation, all of which embody these aspirations. It is intended to serve as an "axis" that enables each employee to reflect on where they stand and consider what to do next.

As the world changes and people's values evolve, both preserving what should never change and evolving what matters for the future are equally important.

We hope this Brand Book will inspire dialogue among everyone connected with JUKI and lead to the creation of new value.

1.

Management Principles Framework

A Shared Direction for All JUKI Employees

Core Ideas Behind Our Management Principles

JUKI is a company grounded in the realities of production sites and has long supported the global sewing industry.
We therefore believed that our Management Principles should go beyond abstract,
generic ideals and clearly reflect who we are as JUKI.
With this conviction, we established principles rooted in our own identity and experience.

Purpose

The JUKI Group will continue to be a company that supports a more sustainable future for clothing and society, building on its achievements in sewing technology.

Vision

Innovation for your
Sustainable Future

Creating a Sustainable Future Together with Society through Smart Factories and Automation

Our Shared Values

JUKI = 重機　-Eight Values Inspired by the Japanese Kanji "重"

1. Trust
2. Partnership
3. Responsibility
4. Resilience
5. Innovation
6. Manufacturing Expertise
7. Sustainability
8. Lasting Impact

Management Principles

JUKI's Vision for the Future
and the Company We Aspire to Be

Founding Spirit

Mind&Technology

At JUKI, we come together to bring happiness
to people and contribute to society.
We create and advance technology
to generate new value.

Quality Principles

JUKI Quality, Created Together with Our Customers

Our Founding Principles

The Core Spirit Passed
Down and Practiced
by Every Generation

Medium-Term Management Plan

Our Roadmap to Putting
Management Principles
into Practice

BACKGROUND

At the end of World War II in 1945,
JUKI lost its business and had to dismiss its entire workforce. JUKI later brought its employees back together and made a new start with a clear purpose: to contribute to peace.
The company began manufacturing sewing machines to support Japan's postwar reconstruction. Our Founding Principles embody this spirit, which has been passed down through generations since JUKI's earliest days.



Founding Spirit

Mind & Technology

**At JUKI, we come together to bring happiness to people and contribute to society.
We create and advance technology to generate new value.**

The Founding Spirit comes from "Mind & Technology," a phrase used by Mr. Yamaoka, JUKI's third president. He worked tirelessly to secure the company's survival after the war and built the foundation of its sewing-machine business. In Japanese, "mind" means more than intellect. It conveys a commitment to think deeply from the customer's perspective and to act on that understanding—a spirit JUKI has valued since its founding.

Quality Principles

JUKI Quality, Created Together with Our Customers

Since its founding, JUKI has worked side by side with customers to develop the world-class quality that defines JUKI today. Rather than taking a one-way approach, we think together and work together to find the best way forward. This commitment to co-creating quality lies at the heart of the JUKI way.





BACKGROUND

As more companies define their purpose,
we believed it was important to reflect on the role
JUKI has continued to play in society.
For many years, JUKI has supported sewing operations around
the world by helping ensure reliable production,
maintaining quality, and staying close to customers.
Our purpose is to continue supporting industry
and society through the work we do.

Purpose

The JUKI Group will continue to be a company that supports a more sustainable future for clothing and society, building on its achievements in sewing technology.

Food, clothing, and housing are essential to people's lives. For more than 85 years, the JUKI Group has supported clothing production by providing products, services, and solutions that help ensure a reliable supply of quality garments around the world.
Today, society faces a wide range of challenges. Building on its experience and technological strengths, the JUKI Group will continue to provide products and solutions that address these challenges and contribute to a more sustainable future for clothing and society.

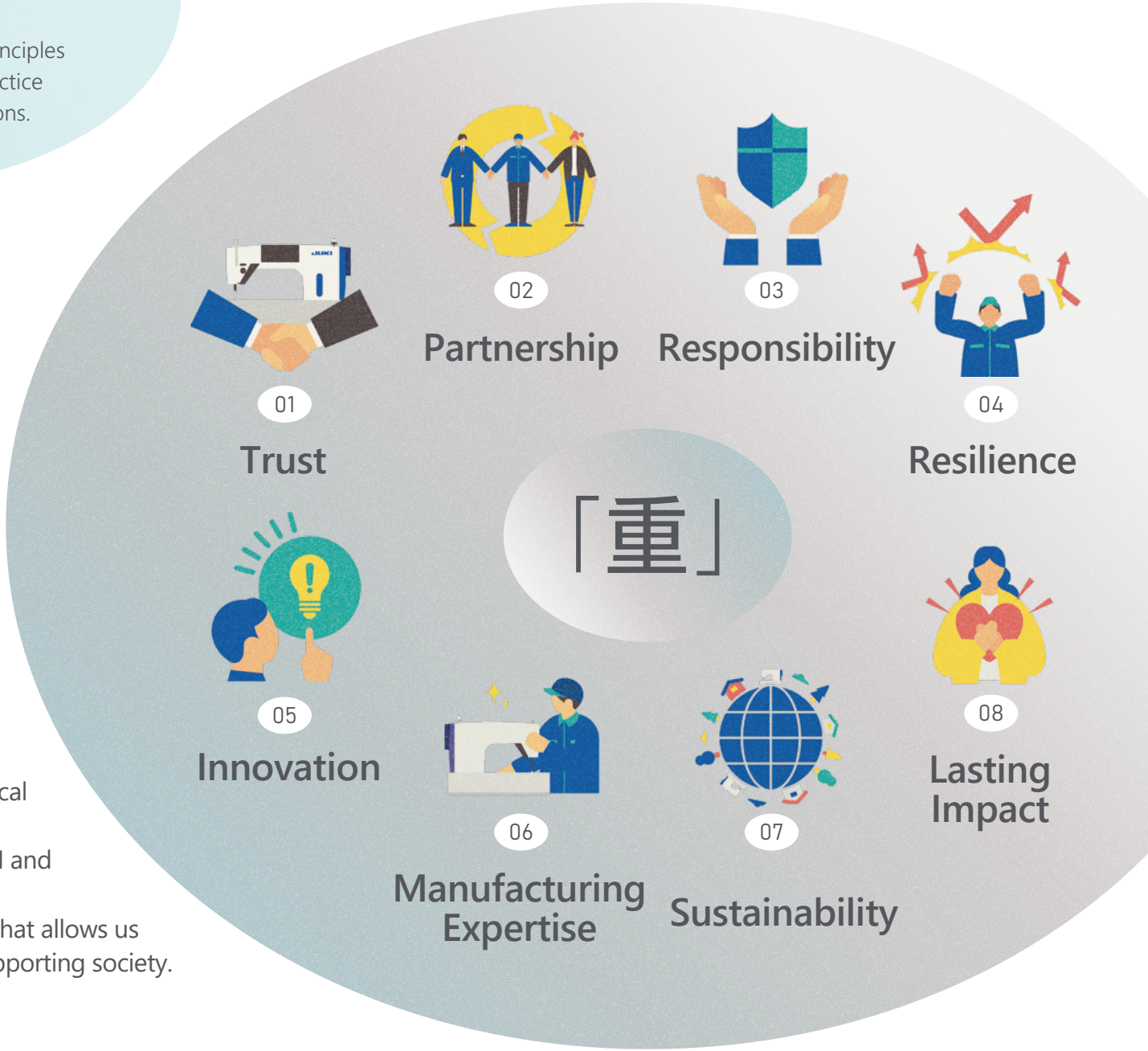
BACKGROUND

For JUKI to continue fulfilling its purpose,
every employee must share
a common direction.
"Our Shared Values" set out the principles
that JUKI employees put into practice
in their daily actions and decisions.

Our Shared Values

JUKI ＝重機

JUKI can be represented in Japanese kanji as 重機. We saw something uniquely JUKI in the first character, jū (重).
While jū generally means "weight," it carries many other meanings. Inspired by "重" and the ideas it represents, we identified eight values that have long shaped the way we work at JUKI.
For decades, we have supported manufacturing around the world. Along the way, we have built a strong foundation of responsibility, technology, quality, trust, practical experience, and history.
These eight values express who we are as JUKI and what we believe is important in our work.
This weight is not a burden. It is the strength that allows us to stand firm, move forward, and continue supporting society.



Our Shared Values

01



Trust

Our products and services are built on the quality we have developed together with our customers. Through technical excellence and sincere, responsive service, we will continue to provide our customers with lasting reliability and peace of mind.

02

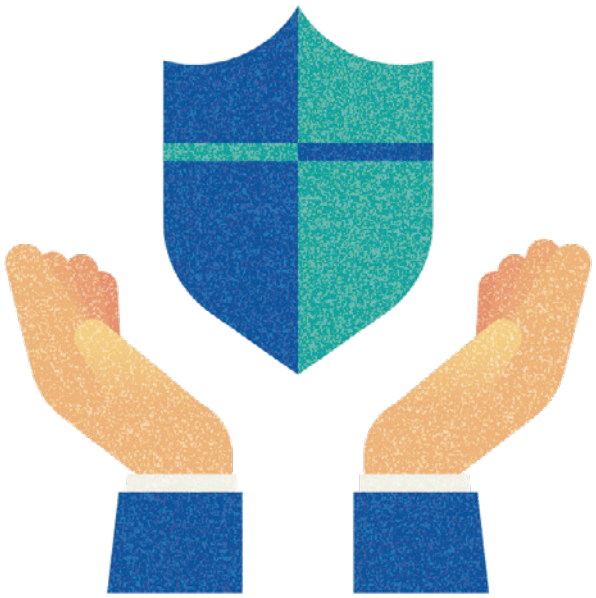


Partnership

Our work is grounded in deep connections with customers, partners, employees, and society. By valuing these connections and building relationships of trust, we will create the future together.

Our Shared Values

03



Responsibility

Every business has a responsibility to society. We take our responsibility to all stakeholders seriously and aim to build a strong company with a highly competitive business foundation and brand.

04



Resilience

We have the strength to withstand any difficulty or challenge. Even amid changing markets and intense competition, JUKI draws strength from its global network and remains committed to moving forward.

Our Shared Values

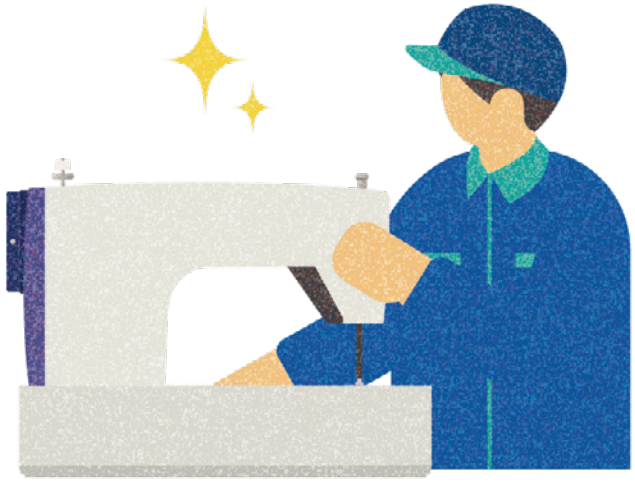
05



Innovation

Our innovation goes beyond surface-level novelty. It is rooted in experience and deep insight. JUKI's innovation creates lasting value and provides a foundation that helps our customers shape their future.

06



Manufacturing Expertise

We take pride in the robust manufacturing foundation we have built through many years of manufacturing and development. This foundation enables innovation and gives us the strength to support the future of industry and society.

Our Shared Values

07



Sustainability

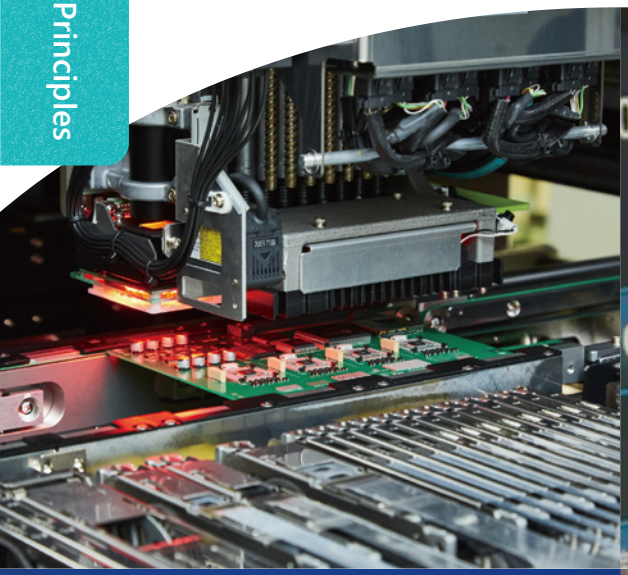
To help build a sustainable society, we pursue products and services that minimize environmental impact and, as a manufacturer, remain committed to protecting the environment.

08



Lasting Impact

Through our products and services, JUKI seeks to move and inspire customers. We aim for our work to resonate widely, bringing stakeholders genuine satisfaction and a strong sense of connection.









BACKGROUND

At JUKI, innovation means more than “new technology” or “change.”
What matters is transformation rooted
in real-world production settings, applied in society,
and capable of making a meaningful difference for our customers.
Its value lies in turning innovation into practical solutions that move society forward—stabilizing production, supporting skilled work, improving working environments,
and creating products that can be used reliably
for years at workplaces around the world.
For JUKI, innovation is progress that supports industry and everyday life.

Vision

Innovation for your
Sustainable Future

Creating a Sustainable Future Together
with Society through Smart Factories and Automation

2.

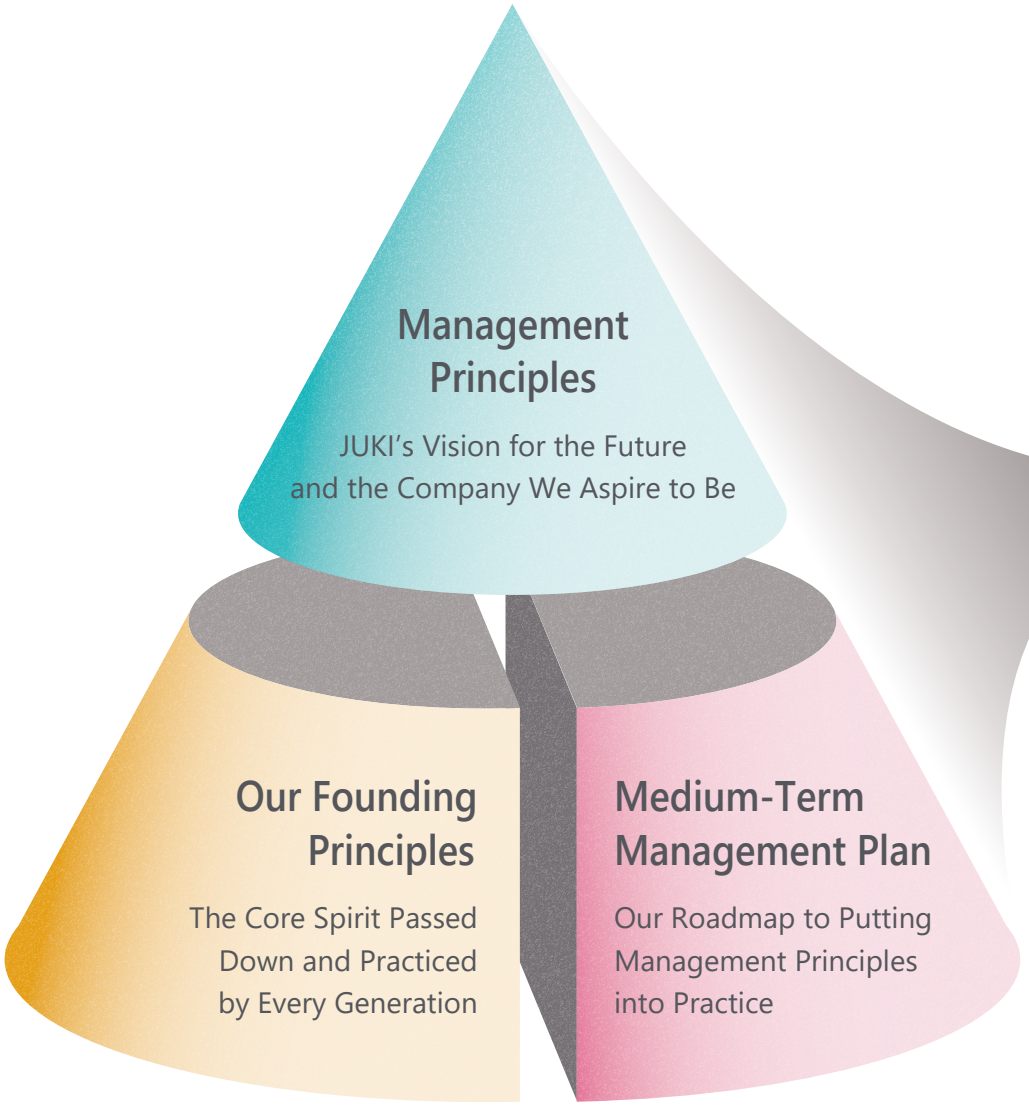
Brand Statement

Words That Convey JUKI's Value

How the Management Principles Framework Relates to the Brand Statement

Our Brand Statement expresses the values and aspirations of the Management Principles Framework
as JUKI's distinctive approach to creating value.
It reflects the strengths and mindset that will shape the value
we create in the years ahead.

Management Principles Framework



Brand Statement

Society, Solutions, Synergy

Guided by our Brand Statement, we will deliver value to a wide range of stakeholders, including customers, shareholders and investors, business partners, local communities, and prospective employees—our future colleagues.

BACKGROUND

JUKI has stayed close to its customers, creating value through product development and continuous improvements in quality and service.
Our Brand Statement, "Society, Solutions, Synergy," expresses our commitment to understanding society's needs, creating meaningful solutions, and bringing people together to build a better future for clothing and society.

Society, Solutions, Synergy

At JUKI, everything we do starts with our customers.

Technological innovation with our customers
High quality that keeps our customers' production running
A global presence in 185 countries
A service network deeply rooted in local communities

Together, these reflect how JUKI has grown alongside its customers.

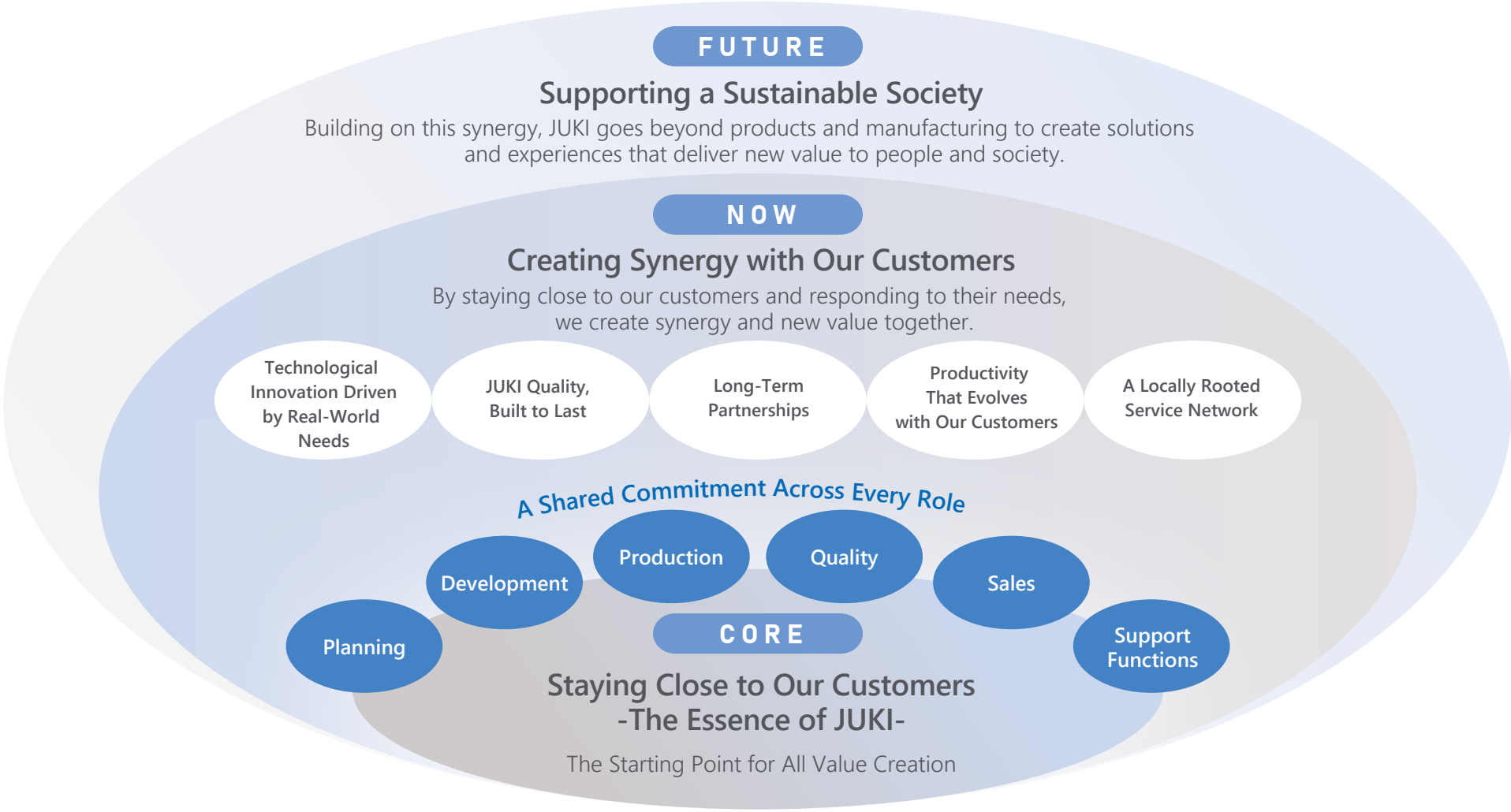
By staying close to our customers and responding to their needs, we create synergy that leads to solutions beyond products and manufacturing, delivering new value and experiences for people and society.

[Tagline]

Society, Solutions, Synergy

JUKI

Understanding the Brand Statement



What makes JUKI unique is our commitment to staying close to our customers. While each of us plays a different role, we all share the same purpose: to understand our customers and deliver value through our products and services. This commitment remains unchanged. Society, Solutions, and Synergy express how we put this commitment into practice: by understanding the needs of society, creating solutions that deliver real value, and combining the strengths and expertise of people across different teams and roles to create greater value together. Staying close to our customers and supporting society. This is what defines the JUKI brand and earns the trust of our customers, today and into the future.

This key visual expresses the ideas behind the Brand Statement in a clear and intuitive way.
On the right, scenes of JUKI employees working closely with customers, people working in sewing factories, and sewing machines used in everyday life show how JUKI stays close to people and their work.
On the left, a cityscape inspired by JUKI products represents JUKI's connection with society and the future ahead.
The blue line connecting the entire scene symbolizes JUKI's role in supporting society and connecting people with the future.





Atsushi Narikawa
Representative Director and President
JUKI CORPORATION

The Role of the Management Principles

The environment surrounding businesses is constantly changing, and ups and downs are inevitable. The same is true not only for companies, but also for individuals and entire industries. In such an environment, what matters is having a clear sense of direction—a guiding principle that helps us stay grounded, understand where we stand, and keep thinking about what to do next without being swept along by change. For us, that guiding principle is brought together in this brand book: JUKI AXIS.
Our Management Principles reflect the values we have always held, the strengths we have built over time, and the role we have played in society. By looking at where we stand today in light of these principles, we can make decisions with confidence, stay on the right path through change, and find the direction for our next stage of growth.

What We Expect of Our Employees

For JUKI to continue growing, it is essential that every employee demonstrates both independence and self-discipline. This means thinking for yourself about the purpose and meaning of your actions before putting them into practice. At first, you may sometimes act without fully understanding why.
However, by learning from these experiences and making a habit of asking yourself, "Why am I doing this?", you will gradually develop the ability to think and act independently.
In today's world, where change is accelerating and uncertainty is increasing, we often face situations where the right decision is not clear. At such times, we should always return to our Management Principles. If changes in our environment make it difficult to achieve our vision, we must keep exploring different options: removing the obstacles, finding another way forward, or changing ourselves.
By continuing these efforts, we expect every employee to become someone who helps build JUKI's competitive strength.

Embracing Challenges Shapes Our Brand

No business model can remain successful forever. That is why organizations must continually question themselves and evolve in response to change.
Through the initiative and ideas of every employee, we will never rest on past success. We will recognize the limits of what we have achieved and take the action needed to move forward. We will also continue to review our management decisions and make changes whenever necessary to find better ways forward.
By continuing these efforts, we will strengthen our corporate value and build a truly sustainable company. Guided by our Management Principles, we will remain an organization that embraces challenges and continues to build a truly sustainable JUKI brand.

Society, Solutions, Synergy

JUKI

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