

HI-COOK

NEWS LETTER FROM ASAHI SOSETSU co.,Ltd. | vol. 005

Café



TOPICS

HI-COOK Eye

Effective Use of Communication Tools

Inside Asahi / This Is Asahi

Asahi's Unique Tool Control

We Exhibit at FOOMA Japan 2021
(International Food Machinery & Technology Exhibition)

The Man with Enthusiasm

Photograph taken at Machi-café

The café is located on the second floor of KAGA KATAYAMAZU CITY SPA near Lake Shibayama.

You can have relaxing time in the beautiful grid-layout room; the building is very typical of designs of Mr. Taniguchi Yoshio, the architect of the building.



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Effective Use of Communication Tools



Information technology has been further developing rapidly since last year when COVID-19 pandemic begun. Communication tools especially have been introduced and used by more and more businesses and individuals.



Communication with Zoom and Teams

Recently gaining increasing popularity are the web conferencing tools such as Zoom and Teams as well as the chatting tools such as Chatwork and Slack. Though you need certain equipment and some level of experience beforehand, you will feel, once ready, comfortable with using the conferencing tools because you can talk face-to-face. They are so easy to use we use them even for on-line drinking parties. Having attended such a party several times, I feel that the tools can handle parties of up to five people without any inconvenience and that being able to see faces and body language facilitates communication greatly.

Importance of Non-verbal Communication



According to an American psychologist Albert Meravian's 7-38-55 rule or 3v's rule, you get 7% of sender's message from verbal communication, 38% vocal (tone, pitch and volume of the voice, speed of the speech, etc.) and 55% visual (gesture, eye, facial expressions, etc.). The rule infers that non-verbal message counts more than verbal one.

For example, if a speaker says, "I am

in a hurry. I want that document fast," and often checks the time and looks very anxious, a listener can readily tell that the speaker needs it badly. If the listener got the verbal message only, he/she might say, "Well, I am busy, too," and make a careless and tersely reply to the speaker.

Demerits of Chatting Tools



Conventional mailing tools send relatively emotionless messages: cliché opening/closing sentences make them somewhat formal. On the other hand, chatting is like speaking, and its readers get writers' feelings. Asahi currently uses Chatwork which has largely replaced e-mail in-house already. Due to convenience, we use only Chatwork for whole communication (and, furthermore, rely only on written words), which sometimes causes minor misunderstandings. For example, "Sugu-ri" has such meanings as "right away," "first," "today," "hurry," and "fast." They each can display the sense of urgency, disappointment, anger and so on. Misunderstanding the message, you could make an anxious follow-up phone call just to find out that you did not have to worry.

How to Convey Your feelings Effectively



So what should we do? Though we can rely just on the written message and ignore all emotional implications, I do not want my people to do that. I think, in conclusion, we must change our mindset: we must learn Japanese

expressions further again and introduce social media (e.g. LINE) language to the chatting.

These days, I read novels partly because I want to learn proper wording. While informative books do not contain many emotional expressions, novels do. I like novels very much for that reason. Social media languages are very good, too: they can convey feelings successfully with abbreviated words and symbols as follows. "Ryokai-desu (Sure)." can be replaced with "Ryo," "Ryokai-desu," and "OK!!" along with such frequently used symbol as "～," and emoji as "!!."

For True Efficient and Effective Communication

Human abilities are together the key to real efficient and effective communication: words and IT are just tools of human use. Also, more importantly, we must think of others: we are communicating with people, not electric devices in front of us. Likewise, I believe that we must be able to make full use of available tools and to remember the importance of interaction with people to make our business successful. I want to transform my business based on that belief.



* The picture is for illustrative purposes only.

Asahi's Unique Tool Control

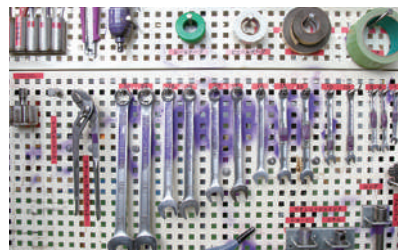
Asahi, as a food processing machine manufacturer, believes it must minimize foreign matter contamination risks. Let us ask Mr. Nakashima, quality assurance section chief, how it tackles with the crucial issue.

Q. What is quality control for Asahi?

A. Foreign matter contamination is an extremely critical issue for food industry. Even minor contamination could cause customers big trouble and damage the health of consumers who eat their food products. All Asahi staff are fully aware that even a single small lost tool could cause serious accident.

Q. Do we have any special tool control and/or storage system?

A. We arrange tools on the wheeled tool boards, which were introduced around 6 years ago. We identify each board with a number and a color and color tools so we orderly put right tools back to the easily-recognizable right board. Staff basically share those tools. Staff devised the system and received Ishikawa Prefectural Creative Worker Award.



Q. How about the tools we take to customers' sites with us?

A. We have introduced a smartphone app, "Tag checkman®," which we find very useful. We bring 82 tools with us when visiting a customer and use the app to check them before leaving for and from the customer's site. The

app and a special reader enable us to do the whole checking only in about 5 minutes and to bring back all the tools without fail.

Q. Well, those rules seem a little bit too strict, but I now understand they are essential for minimizing the risks. By the way, I see factory doors and windows always closed. Does it have anything to do with the contamination, too?

A. They are closed to keep insects out. The factories are all fully air-conditioned for that purpose.



Q. Sort, set in order, and shine are very important, too..

A. All of us do cleaning at around the closing time. We never leave a single trash around us to maintain a clean work environment. We are trying very hard to eliminate workplace hazards, if any, too.



Q. What about 5S committee activities?

A. The committee, led by the company's president, carries out

How to Tackle the Contamination Issues



- ✓ Tool control
 - Use of the tool boards for arrangement (see the picture on the left side)
 - Use of Tag checkman®
- ✓ Limited stationery use
- ✓ Keeping insects out of the factories
- ✓ Sort, set in order, shine
- ✓ 5S committee activities
- ✓ Special food safety attire at the customer's factory

close inspections of the factories and the administrative office several times a year. The committee makes observation reports and suggestions for improvements.

Q. We make thorough preparation before visiting customers' plants, too to reduce potential contamination risks.

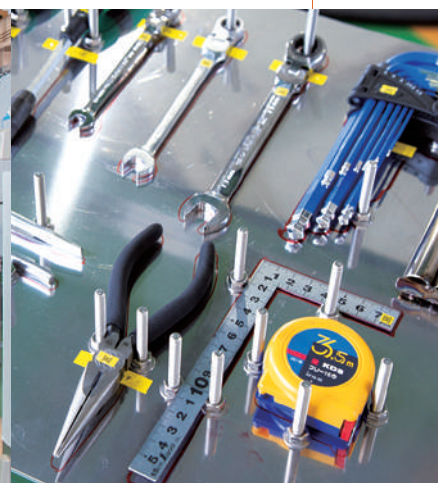
A. We fully comply with their in-house rules there including their food safety dress code: we each wear an overall, a cap and long boots when installing/maintaining equipment.

We must never threaten our customers' /consumers' safety and security due to foreign body contamination, machine defects, etc. We ensure to plan and implement measures to prevent such contamination, to make each and every staff of ours fully aware of the responsibilities for minimizing the risks, and to adhere to the rules concerning our work environment, tools and attire with the help of the thorough regular inspections. We are committed and delighted to provide our valuable customers with HI-COOK equipment which help them, in the place where they produce tasty products, ensure safety and security of the products from now on, too.



Quality Control Chief, Yoshiaki Nakashima

Manufacturing Chief, Masashi Okazaki



We Exhibit at FOOMA Japan 2021
(International Food Machinery & Technology Exhibition)

We exhibit at FOOMA Japan 2021, the Asian largest general trade show of "food technology" where food machine related latest technology, products, services, etc. will be exhibited. We propose, in our booth, the optimal food processing environment for factory workers under the theme of "Safe and Comfortable Work Environment." Come stop by our booth.

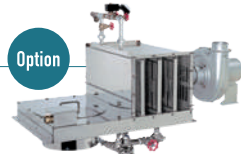
■ **Date:** 1st (Tue.) – 4th June (Fri.) 2021 ■ **Venue:** Aichi Sky Expo (Aichi-pref. international exhibition center)
■ **Time:** 10:00 - 17:00 ■ **Booth:** # 651, Hall F

Theme: | Safe and Comfortable Work Environment: Automation, Manpower saving, and Labor-saving



High Efficiency Fryer,
Model DOBC-B

- Improved thermal efficiency and lower temperature waste gas for better work environment
- Allows less temperature drop in the infeed area to realize uniform/stable frying process
- Oil-piping-less system for improved operability and washability
- The optional OMC successfully prevents spreading of oil mist to realize clean work environment



Option

Oil Mist Catcher,
Model OMC



Super-heated Steam Oven,
Model BSCE (With CIP System)

- Energy efficient (minimum steam consumption) due to unique internal steam circulation system
- Unit-specific temperature, wind speed and steam amount control enables the system to cook varieties of food products successfully
- Smooth operation with a user-friendly touch screen
- The optional CIP system allows automatic interior wash process for increased productivity



SIC Heater Browning Machine,
Model YOS

*The above is the picture of YOB.

Coating HI-COOK Coating Line

Coating Line



Model BRG-F



Model HBSN-F



Model BRC-F



Model HBA-G



Model MLP



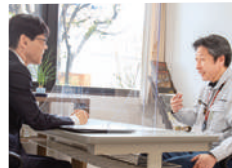
Model PDM-F

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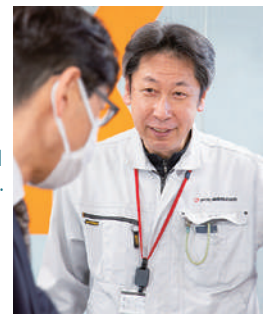
Operation Manager **Tadaki Matsumura**

A report is presented in an in-house chat room every month. That is from Mr. Matsumura, the leader of Safety and Hygiene Committee. He is absolutely organized. He writes up very detailed committee meeting minutes. He holds a broad view of the organization and always plays a leading role in coordinating between departments. He is very insightful. He senses even very small troubles. He looks into the problems and seeks improvements. He knows very well about the company and refers to himself as an "organizer." He is a typical leader who invariably steer the organization. He had been playing a major role in sales of the products

which meet customers' demands in Tokyo and Osaka sales offices for more than 30 years. He now coordinates



between departments, suppliers, contractors and customers as operation manager who has direct control over production control and purchasing departments. He never compromises himself, values personal connection, and talks directly to workers to find solutions. He is very conscientious though he says he is not. We hope his qualities be passed onto young staff in Asahi.



*The pictures were taken with a tabletop partition between them.

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