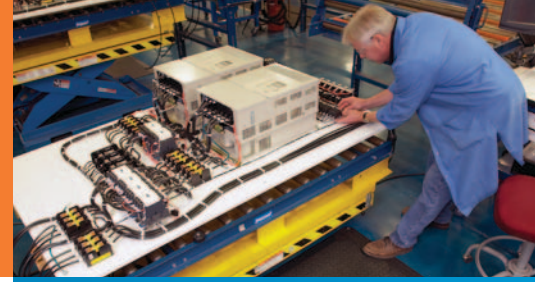


Quality Control at the Top



THE W. EDWARDS DEMING PRIZE: EVIDENCE OF OUR QUALITY COMMITMENT

Yaskawa Electric Corporation – parent company of Yaskawa America – is the proud recipient of the W. Edward Deming Prize. We remain the only company in the world, in our industry, to have earned this high distinction.

The award is named after William Edwards Deming, an American academic widely credited with improving production in the United States during the Cold War -- and recognized for his unprecedented efforts to maximize production processes in Japan. Deming is widely credited for helping that country develop its reputation for quality products that has positioned it as a global economic power.

According to the W. Edwards Deming web site: "The Deming Application Prize is an annual award presented to a company that has achieved distinctive performance improvements through the application of Total Quality Management (TQM).

The Deming Application Prize earned for quality.





WHY IS THE PRIZE IMPORTANT?

It shows Yaskawa has taken the intensive steps necessary to incorporate a standard of quality into its world class manufacturing facilities that cannot be found anywhere else. It says you can trust us to deliver products that will perform, people that will respond and the results you need from your automation systems.

Quality is a word that is tossed around by a lot of companies. And, the fact of the matter is, without a quality product, or service, or process, we can't compete for your business. At Yaskawa, we take your business very seriously. And, that means we put quality control at the top of our list of things to do every day.

QUALITY PHILOSOPHY

Our commitment to quality goes beyond the product. In fact, it's ingrained in our culture. It's top of mind for each associate every day they walk through our doors. From receiving materials to shipping finished product, we are careful to inspect our work at every critical stage of development. We don't even pick up a screwdriver without verifying that it's the right one.

KAIZEN APPROACH

Our quality processes are driven by the Kaizen approach to manufacturing. Kaizen is a Japanese word for "improvement" – and it refers to an effort to continuously improve processes in a work environment. At Yaskawa, we use the Kaizen philosophy to continually improve all functions from the CEO to the assembly line workers. Kaizen is designed to eliminate material and labor waste – and it has brought significant improvements to Yaskawa.



It shows
nobody can
come through
for you like
Yaskawa can.

Our ISO- and UL-certified manufacturing operations are staffed with highly qualified technicians -- constantly trained on newer and better processes to assure continuous product improvement.