

Meeting the needs of the rapid economic growth of Japan

EBARA provides custom pumps that are made to order and mass-produced standard pumps. The standard pumps are used in a variety of applications including air conditioning, water supply and drainage systems and firefighting equipment of buildings and apartment buildings. In the 1950s, standard pumps were already readily available but the demand for them grew even more along with the rapid economic growth of Japan, which gave rise to the need for reliable pumps in large quantities as the social infrastructure was improved. In response, EBARA moved further forward with standardization. In 1965, we built a new factory for standard pumps in Fujisawa and started mass production. In November 2008, our total standard pump production reached 15

million units since the first unit. This is the history of how EBARA has been meeting the needs of the respective times.

Mindset for accurately identifying the demands of society

In the 1970s, EBARA started to expand the service networks in Japan and overseas and enhance the mass production system capable of promptly responding to the demands of society and embodying them in an adequate manner. For example, when brownish water caused by rust from the materials of pumps or water pipes became an issue in the 1980s, EBARA was quick to respond to the growing concern about the quality of tap water by striving to develop stainless steel pumps and a technology to



Compact type with countermeasure for rusty water, stainless steel volute pump (model FDP)

coat casting with nylon. Based on the production system capable of accurately identifying customer needs and providing what is needed in a timely manner, our total standard pump production reached five million units in 1984 and passed the ten million unit mark in 1996. These figures demonstrate the trust that our customers have in the EBARA brand, brought about by our products' high quality that has been improved through our long history and our quick response to customer requests.

2008 CSR Topic 2

Production track record of 15 million standard pumps The backbone of history

— A chronicle of standard pumps in line with changes in the times —






Offering what is truly demanded by the market

In our current system, we receive orders from customers such as installation companies and apartment owners through

distributors nationwide, based on which EBARA Techno-Serve Co., Ltd. gives shipment instructions to EBARA Fujisawa Factory for prompt delivery of products. As many as 150 models of pumps are manufactured at EBARA Fujisawa Factory

to precisely respond to customer needs by high-mix small-lot production. At the basis of EBARA's pump manufacturing is awareness that products must always be accepted by the market. This trust is made possible by the various

History of EBARA standard pumps

	1960s	1970s	1980s	1990s	2000s
Social conditions	'60 Income Doubling Plan '64 Tokyo Olympics	'73 Oil crisis	Rusty water problem	'90 Economic bubble burst	Energy saving
Total production	'65 40,000 units	'71 1,000,000 units	'84 5,000,000 units	'96 10,000,000 units	'08 15,000,000 units
Events relating to EBARA standard pumps	'65 Fujisawa Factory for Standard Pump completed Remodeled Model S Volute Pump launched  Model S unit No.1	'74 "P2" building in Fujisawa Factory constructed '76 Automatic booster unit launched  Automatic booster unit Fresher 100	Campaign of pumps with countermeasure for rusty water Stainless pumps brought to the fore  Model LPS Stainless Steel In-line Pump	'99 Booster unit for direct piping models PN and PNC launched Plastic submersible pump launched  Plastic submersible sewage pump (model DWS)	'00 Ebara Techno-Serve Co., Ltd., sales and maintenance service company, established '01 New booster unit for direct piping PNE launched  Booster unit for direct piping-PNE

opinions the EBARA Group receives from its customers and the front line including the distributors. We would not have achieved this record of 15 million units without identifying customer needs by listening to these opinions, the technologies of our partners and EBARA that embodied the opinions and the concerted effort of all parties involved.

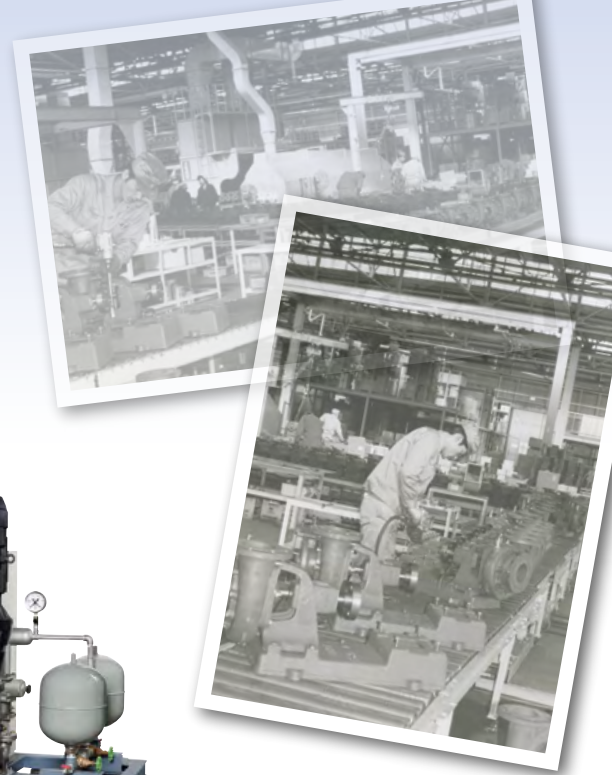
15 million units and beyond

Today, the needs for standard pumps have become even more advanced and customers' requests have expanded to energy saving and optimum control of the water supply pressure. EBARA is committed to pursuing standard pumps capable of continuing to meet customer

needs in all aspects, such as efficiency and environmental compatibility, by further refining our knowledge and technology. Based on this effort, we wish to obtain an even bigger production track record of more than 15 million units.



Booster unit with Constant Estimated Terminal Pressure Control (for use in high-rise buildings) F3100BN



In the Showroom at EBARA's Fujisawa Factory, there is a pump adorned with a ribbon — Model EVML Stainless Steel Vertical Multi-Stage Pump with a diameter of 80 mm and output of 11 kW.

The pump is the commemorative 15 millionth unit of standard pump manufactured since Fujisawa Factory started production in 1965.

This achievement would never have been possible without the united effort of many different stakeholders involved in EBARA's business based on customers' opinions. With the foundation of the refined technology and service system, EBARA intends to provide desired products in a timely manner and meet increasingly advanced requests of customers with its total capability spanning everything from development and design through sales to after-sales services.



Voice!



Multiplier effect of the strength of organization and products at the basis of the trust of customers

Mr. Kiyoshi Iwase
Managing Director
Hashimoto Sangyo Co., Ltd.

The accomplishment of producing 15 million standard pumps is a result of EBARA's establishment of its own distributor network, not found among other manufacturers, and the splendid work of this organization as well as our customers' firm trust in our products.

Regional contractors and wholesalers, in particular, have won confidence thanks to the EBARA name.

In short, I believe that the multiplier effect of the strength of the organization and products has led to this achievement of 15 million units.

We intend to further improve our strong points to increase sales.

Meeting diversifying needs backed by the trust of customers

Shinnosuke Arakawa
Senior Managing Director
Ebara Techno-serve Co., Ltd.



We have been taking advantage of the nationwide service network of distributors and our 76 branches to conduct continuous customer-oriented sales and service activities, which led to our customers having strong trust in the EBARA brand and made possible the production record of 15 million units of standard pump. It is essential to accurately identify customer needs, which have been getting more complicated and diversified recently, and reflect them in the products. We expect customer needs will become even more diversified in future to include the improvement of the living environment and responding to the global water environment. We are determined to try our best to adequately and promptly meet such needs while working closely with EBARA's engineering and manufacturing departments and distributors.