

Panasonic Electric Works 2010

CSR/Corporate Guide

eco
ideas



Synergy between
Comfort and Eco-Friendliness

Panasonic
ideas for life



About the 'Panasonic Electric Works 2010 CSR/Corporate Guide' – CSR activities are precisely our corporate activities –

This is why this brochure introduces "Corporate Vision," "Major CSR Activities," and "Company Profile" together.

Cover photo

A scene from voluntary tree planting in Tanabe, Wakayama (see details on page 18)



The CSR/Corporate Guide can only contain a limited amount of information. To learn more about our broad range of activities, visit our website as indicated by the [Web](#) mark in this CSR/Corporate Guide.

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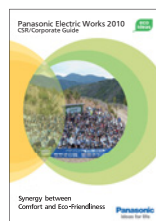
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Panasonic Electric Works publishes its corporate information mainly in these three Brochures and its website.



CSR/Corporate Guide

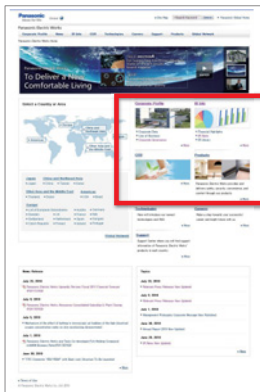


Annual Report



Shareholders Bulletin

*Japanese version only



Panasonic Electric Works

Search

To learn more about our company, please visit our website.

Main contents of our website



CSR pages

Web contents

Approaches to Customers

Quality Activities
CS Activities
Universal Design Activities



Approaches to Environment

Environmental Policy
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Approaches to Employees

Diversity Management
Work Life Balance
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Approaches to Society and Local Communities

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Stakeholders Dialogues

Past Dialogues

CSR Management

Compliance
Corporate Governance
Risk Management
Information Security



... and more





An Unchanging Philosophy – A Company is a Public Entity of Society

The year 2010 represents the beginning of a new mid-term plan for the Panasonic Electric Works Group. Alongside renewed efforts to develop new technologies and products that will contribute to the creation of a sustainable society, we also intend to expand our business activities around the world with a strong awareness of our customers, both inside and outside Japan. The aim of the new mid-term plan is to put us on the path to achieving this new growth.

Although we are promoting various "new" initiatives to develop "new" business models, "new" business channels, "new" businesses, and "new" products, behind such efforts lies an unchanging philosophy that our employees must always carry with them. Since our company's foundation in 1918, we have always remained steadfast in the belief that "a company is a public entity of society." Business should not be a mere pursuit of profit, and we believe that our mission is never complete unless we have helped to improve people's lives and contributed to the development of our culture. This management philosophy represents the core of our CSR activities. We strongly believe that the "tradition" of this management philosophy should always be the basis for all of our efforts to remain ahead of the times and meet the demands of society with "new" businesses and products.

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産業人々ノ本分ニ徹シ
社会生活ノ改善ト向上ヲ図リ
世界文化ノ進展ニ寄与ス
コトヲ期ス

The Basic Management Objective
set out by our company's founder,
Konosuke Matsushita

S. Nagae

Shusaku Nagae
President

Based on the unchanging philosophy that "a company is a public entity of society," Panasonic Electric Works always strives to develop products that realize synergy between comfort and eco-friendliness and to promote corporate citizenship activities.

Synergy between Comfort and Eco-Friendliness

Ahead of the 100th anniversary of our company's foundation in 2018, Panasonic Electric Works has set for itself the goal of becoming the "leading global company in Asia combining comfort and eco-friendliness." We will take the "comfort" and "eco" technologies and knowhow that we have cultivated in Japan and develop them around the world – particularly in China, India, and other Asian countries. Until recently, our target customers in this region have been confined to a small, relatively affluent population, but we now plan to help deliver greater comfort and eco-friendliness by supplying more products that meet the needs and budgets of the growing middle classes in each country.

Meanwhile, we also plan to develop businesses that offer new value through synergy between "comfort" and "eco-friendliness" – two qualities that have conventionally been viewed as mutually exclusive. An example of this approach is our "AC/DC Hybrid Wiring System." Just as hybrid vehicles integrate gasoline and battery power, these homes make intelligent use of both alternating current supplied by electric power companies and direct current created in the home via solar power generators and fuel cells. Panasonic Electric Works is already developing the equipment, materials, and system software to make this a reality. Once complete, the AC/DC Hybrid Wiring System is expected to reduce CO2 emissions by 20–30% without any compromise in lifestyle comfort. In addition to individual homes, we are also working to develop monitoring and control systems to promote the most economical use of lighting, air conditioning, and security equipment in entire buildings and even towns.

Through these initiatives, we will move closer to our goal of becoming the "leading global company in Asia combining comfort and eco-friendliness."



With this in mind, I continue to engage in kendo training with my colleagues at Panasonic Electric Works once a week.

Learning and Growing together with Local Society

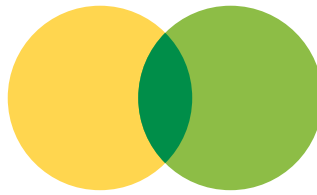
At Panasonic Electric Works, we place great importance on corporate citizenship activities that bring us into contact with our various stakeholders and allow us to learn and grow together.

For example, the "Nagaki no Mori" (Perpetual Forest) forestation project in Ryujin in Tanabe City, Wakayama Prefecture, has been established as a true group-wide activity, with some 400 people participating annually since it was first launched in 2007. We have also developed a number of opportunities for us to learn together with local society, such as "Eco-Friendly Lighting Lessons" at elementary schools, where Panasonic Electric Works employees serve as teachers, and "LED Craft Workshops" at local festivals.

These activities also extend to the field of sports. Players from our company's American football club provide coaching to junior high and high school students on their days off, while employees with black belts or higher dan ranks in the Japanese martial art of kendo serve as instructors at local schools and police stations. I myself have a seventh dan rank in kendo, and I appreciate the opportunity to deepen my relationships with local people by training with them when I can. I feel that this is highly beneficial to my corporate life as well.

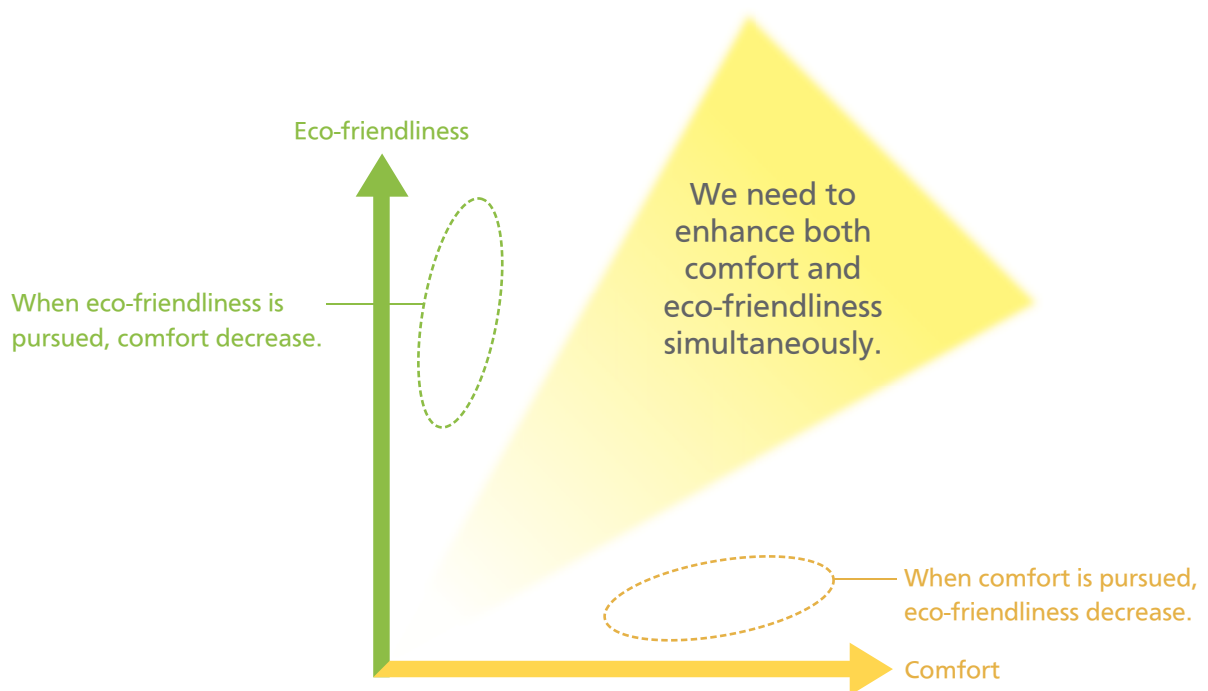
Moving on to the field of arts, Panasonic Electric Works established the Shiodome Museum at our Tokyo Head Office Building in 2003. The museum houses a permanent display of our collection of works by the French artist Georges Rouault, and it also holds three special exhibitions each year on the themes of "architecture and home living" and "lifestyles and culture." With a total of around 380,000 people having passed through the museum's doors as of the end of April 2010, this museum has played an effective role in showcasing our company's commitment to promoting art and culture.

It gives me great joy to observe that, based on our philosophy that "a company is a public entity of society," our company is not only fulfilling our mission to open the way to the future through our business activities but is also deepening its relationships with our various stakeholders – as a corporate citizen – in order that we might all grow together.



Synergy between Comfort and Eco-Friendliness

Comfort and eco-friendliness might seem to be opposing ideas with trade-offs required to achieve both. But Panasonic Electric Works Co., Ltd. has built up technologies and know-how over many years for realizing each of these benefits. With this dual technology and know-how, we believe that Panasonic Electric Works is uniquely positioned to offer comfort and eco-friendliness side by side without compromise. We are redoubling our efforts at Panasonic Electric Works to create living environments that are eco-friendly yet comfortable, and vice versa.

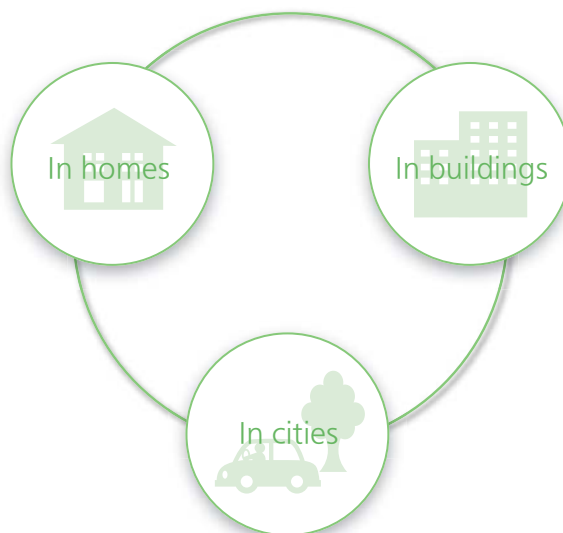


We will make maximum use of the technologies and know-how we have cultivated up to now to supply products and services that combine comfort and eco-friendliness to customers throughout the world.



We will continue to combine our core technologies and products to find new ways to better use the available space in homes, buildings, shops, towns, and even cars ...

We will deliver lifestyles that combine 'comfort' with 'eco-friendliness' in every kind of living space.



We Deliver "Comfort and Eco-friendliness" in Homes, Buildings, and Cities.



AC/DC Hybrid Wiring System

The left-hand side of the diagram below shows "solar cells" and an "accumulator battery" to "create" and "store" electricity, while the right-hand side shows "lighting" and "TV," and various other home devices that offer dramatically improved energy-saving performance in comparison to conventional products, without compromising on comfort. Finally, in the middle, we have a "switchboard" that controls and delivers both the electricity sent from the electric company and the electricity "created" and "stored" in the home to these energy-saving devices in the most efficient manner possible; this image also shows the "outlets" from which this electricity may be used.

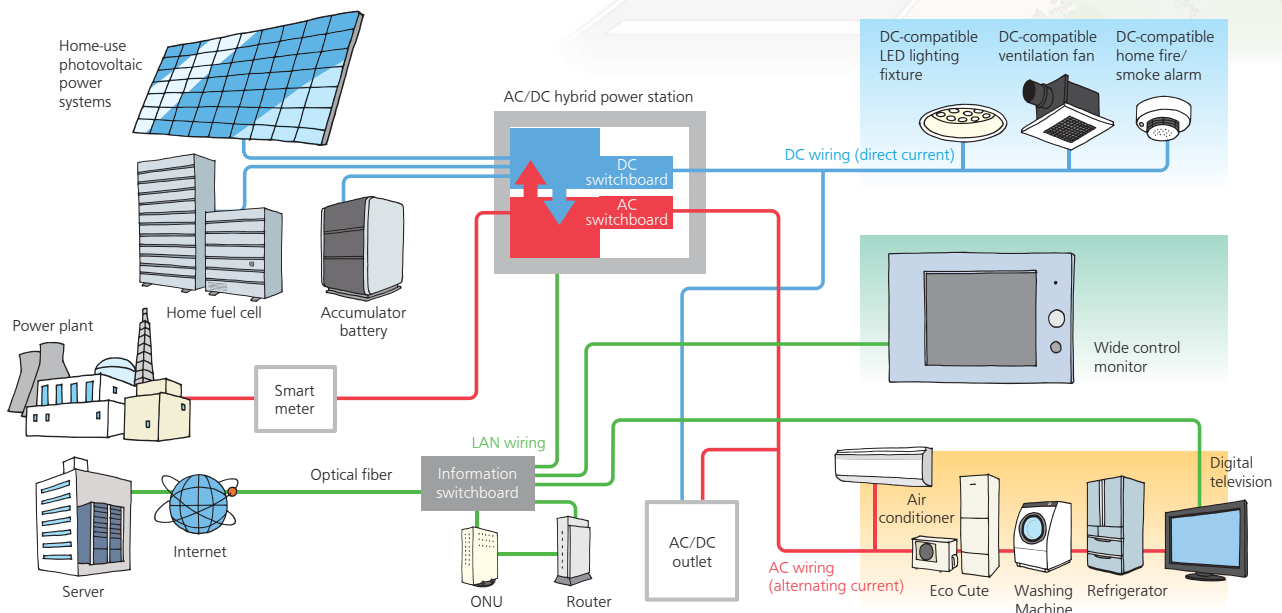
Some of the products we use in the home run on alternating current (AC), while others run on direct current (DC). In order to heighten eco-friendliness without compromising on comfort, then, we need to efficiently distribute both the AC electricity sent from the electric company and the DC electricity created in the solar power generators so that the optimum type is sent to each device. Panasonic Electric Works presents an "AC/DC Hybrid Wiring System" to accomplish this while achieving "comfort and eco-friendliness" throughout the entire home. It operates using a system that collects information about the various devices and then makes intelligent use of both AC and DC sources to ensure that the devices consume as little energy as possible.



Create Store

Distribute

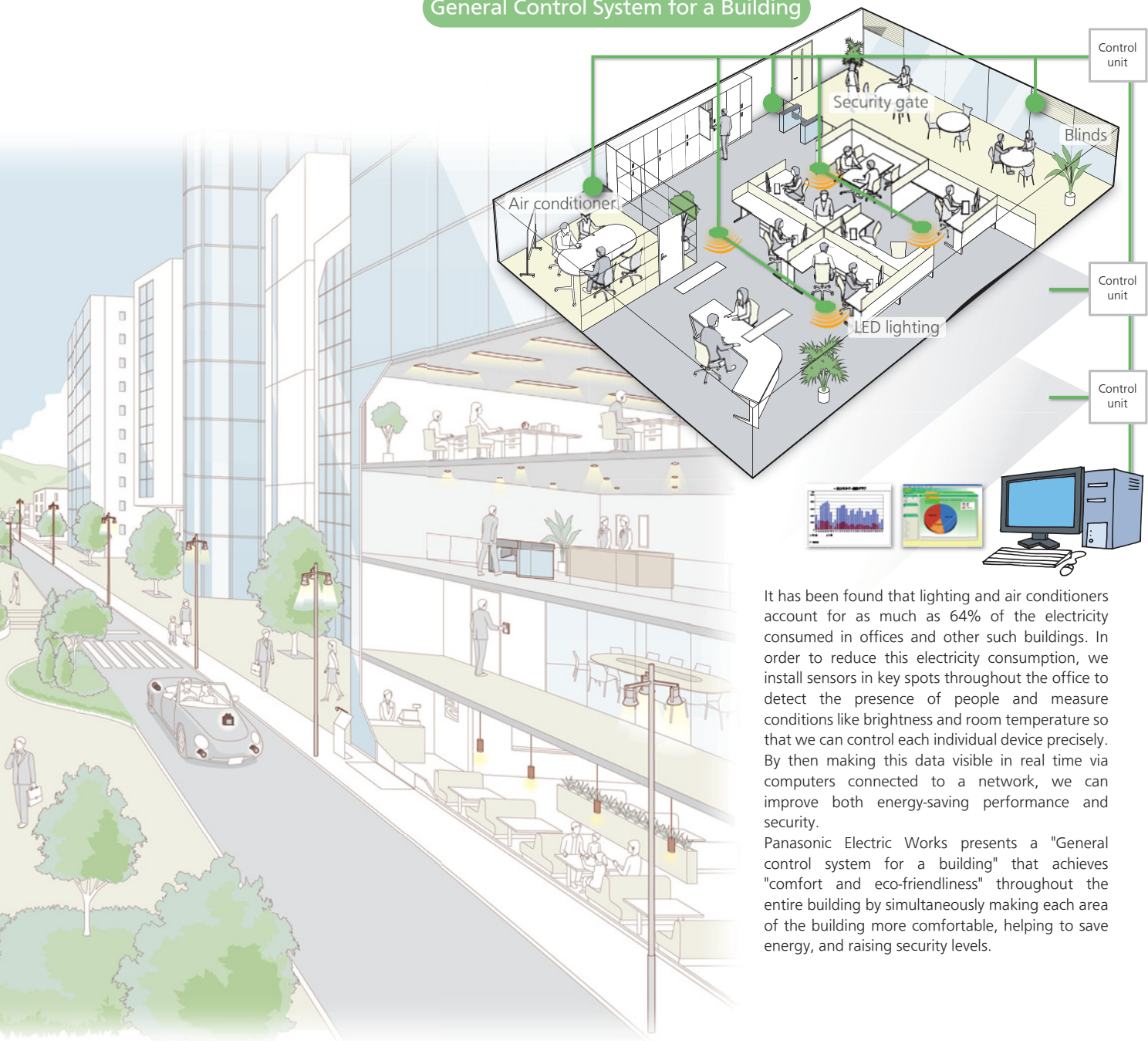
Save





In buildings

General Control System for a Building



It has been found that lighting and air conditioners account for as much as 64% of the electricity consumed in offices and other such buildings. In order to reduce this electricity consumption, we install sensors in key spots throughout the office to detect the presence of people and measure conditions like brightness and room temperature so that we can control each individual device precisely. By then making this data visible in real time via computers connected to a network, we can improve both energy-saving performance and security.

Panasonic Electric Works presents a "General control system for a building" that achieves "comfort and eco-friendliness" throughout the entire building by simultaneously making each area of the building more comfortable, helping to save energy, and raising security levels.



In cities

Toward the Creation of a Smart Grid

Until now, we have simply received electricity in a unilateral manner from large-scale power stations (combustion, nuclear, etc.), but through bilateral integration with electricity created in the home by solar cells and other such equipment, we can instead procure and make use of electricity much more efficiently. This kind of system is known as a "Smart Grid," and many different countries are promoting efforts to make these Smart Grids a reality. Putting more Smart Grids on-line is expected to significantly reduce CO₂ emissions – one of the major causes of global warming.

In Denmark, Panasonic Electric Works has been working since December 2009 with Panasonic Corporation and the electric company SEAS-NVE to conduct practical experiments on the use of Smart Grids and smart meters. In the near future, we will introduce solutions such as area-wide lighting control to achieve "comfort and eco-friendliness" throughout the entire town, thus contributing to the development of a sustainable society.

Major Activities and Targets

Key subjects			FY2010 targets (FY2009 results)	FY2010 results	Self- assessments	
Environment	Products	Green Product (GP) sales share <small>GP: See right column</small>	64% or more	66.3%		
		Amount of energy conserved during the use of energy-saving products	+4.0% from FY2009	+12.3% from FY2009		
	Factories	Clean Factory (CF) certification ratio (Global manufacturing departments) <small>CF: See right column</small>	85% or more	98%		
		Total CO2 emissions (Global manufacturing departments)	Less than 385,000 t-CO2	374,000 t-CO2		
		Number of environmental incidents (Global manufacturing departments)	None	None		
		Waste generation (including revenue-generating waste) basic unit per production (Global manufacturing departments)	-18% from FY2001	-13.4% from FY2001		
		Water consumption per basic unit of production (Manufacturing departments, vs. FY2001)	Japan: -39% Overseas: -63%	-37.8% -57.6%		
		Reduction in release/transfer of key reduction-target chemical substances (Global manufacturing departments)	-8% from FY2006	-53% from FY2006		
Customers	Quality	ISO9001 series certification ratio (Parent company only, manufacturing departments)	100%	100%		
		Product safety risk assessors (Design departments) <small>Product safety risk assessors: See right column</small>	(99 assessors)	148 assessors		
	Customer satisfaction (CS)	Customer satisfaction in after-sales service departments	80 points or more	80 points		
		Number of participants in workshops designed to improve awareness	5,500 or more	5,728 or more		
	Universal design (UD)	Number of UD-approved products	(120)	135		
Employees	Occupational health and safety	Accident occurrence ratio (per one million hours) (Parent company only)	(0.06)	0.00		
	Work-life balance	Shorter working hours per employee	-50 hours/year	-50 hours/year		
	Diversity	Percentage of females in managerial positions	1.30%	1.30%		
		Number of employees of overseas nationality	45	51		
		Percentage of employment for people with disabilities	Around 2.4%	2.31%		
Suppliers	Subcontract Act	Number of audited business sites (mutual audits, Head Office's audits)	55	55		
Communities/ society	Corporate citizenship	Expenditure on corporate citizenship activities	(Approx. 777 million yen)	(Approx. 853 million yen)		
Management	Compliance	Number of Business Ethics Leaders (cumulative total)	(Approx. 1,900)	(Approx. 2,200)		
	Information security	Percentage of employees participating in information security e-learning (Including consolidated companies)	100%	100%		

Only a limited number of our activities are presented in this brochure.
Please see our website for details on our wider range of activities.

Self-assessments  Greatly promoted or improved  Failed to meet the target despite efforts
(FY2010: April 1, 2009 to March 31, 2010)

Description	Plans for FY2011 onwards (Figures represent FY2011 targets)
We define products that consume less energy and resources, use fewer chemical substances, and demonstrate the industry's leading-level environmental performance as Green Products (GP). We are making efforts to improve the sales shares of Green Products.	66% or more
We tabulate the amount of energy conserved through the use of our energy-saving products by our customers. We are working to increase total energy-conservation amount.	+4.0% from FY2010
We are implementing a system to certify factories that satisfy criteria specified for CO ₂ emissions, waste generation and chemical substance consumption as Clean Factories (CF). These criteria are set individually for each factory. We are making efforts to improve the certification ratio.	Shift to the new Green Factory (GF) Assessment System
We are making efforts globally to reduce the emissions of CO ₂ , a GHG.	Global: Less than 382,000 t-CO ₂ Japan: -24% from FY1991
We are striving to maintain the non-occurrence of environmental incidents.	Maintain the current status
We failed to meet the basic unit target due to decreased production caused by the slowdown in the market. We will make further efforts to generate less waste by reducing production losses and adopting other methods.	-2.5% from FY2010
We failed to meet the basic unit target due to decreased production. We will make efforts to consume less water by circulating the cooling water of production equipment.	-0.5% from FY2010 on a global basis
We selected substances for intensive reduction, aiming to reduce environmental risks caused by chemical substances, and are reducing their release and transfer.	-10% from FY2006
We are making efforts to further improve our quality management levels.	Maintain the current status
We are developing personnel (product safety risk assessors) who will be able to identify and mitigate product safety risks from a broader perspective.	We will increase the number and improve the capabilities of product safety risk assessors
We assess customer satisfaction levels by having an external research organization conduct annual interview surveys of customers who received our after-sales services.	We will continue to improve customer satisfaction.
Our employees participate in workshops designed to improve the awareness of consumers organized by local governments. They also offer lectures, free of charge, on such topics as energy conservation, comfortable lifestyles and safety.	6,000 or more
From among the UD-conscious products that meet in-house standards, we designate those with industry-first or industry-leading features as UD-approved products after scrutiny by internal and external UD experts.	We will globally promote UD-approved products.
We are making efforts to eliminate accidents. As for accidents that have occurred in the past, we record their causes and circumstances and then retain and disclose the information to prevent similar accidents.	We will establish a safety-oriented corporate culture and strive to eliminate accidents and their potential causes.
We are reducing working hours through the "Job Diet Project" and the "Labor-Management JIKAN Initiative" designed to achieve a good work-life balance.	We will further improve work efficiency, promote the use of annual paid leaves, and thus achieve a better work-life balance.
In order to provide more opportunities for female employment, we are proactively developing female leaders.	1.40%
We are creating a work environment to provide more opportunities to overseas nationals.	61
We are making efforts to ensure that the percentage of employment with disabilities exceeds the legally mandated percentage (1.8%).	Around 2.4%
Business sites take turns to audit and be audited to ensure honest business dealings.	We will continue to conduct mutual audits at all business sites.
We are promoting environmental conservation activities, supporting next-generation education programs, implementing mecenat, and engaging in volunteer activities jointly organized by labor and management. We are also offering support to disaster-stricken areas.	We will implement corporate citizenship activities on an ongoing basis. Targeted expenditure on the activities listed on the left: 1% or more of our pretax profit
We have a Business Ethics Leader at each workplace and are raising our level of corporate ethics.	We will increase compliance awareness, including that at consolidated subsidiaries.
We are providing employees with e-learning programs for employees designed to improve our level of information security management.	100%

Approaches to Environment – Contributions to Preventing Global Warming

Web

[Home](#) > [CSR](#) > [Approaches to Environment](#)
<http://panasonic-electric-works.net/csr/environment/>

Biotope on the Head Office premises

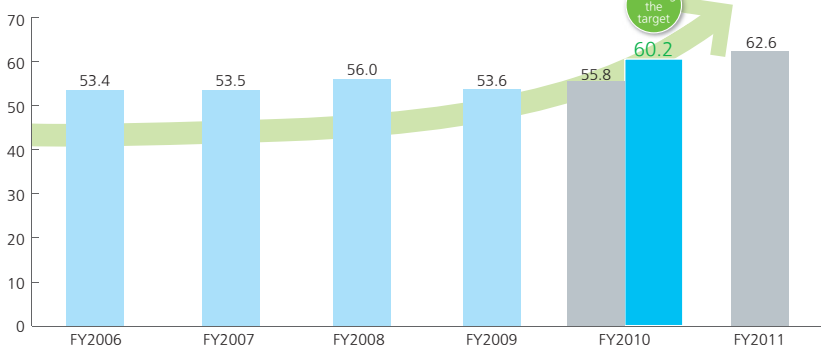
Contributions to preventing global warming through energy-saving products

Web

[Home](#) > [CSR](#) > [Approaches to Environment](#) > [Environmental Products/Services](#) > [Contributions to Global Warming Prevention through Energy-saving Products](#)
http://panasonic-electric-works.net/csr/environment/products_and_services/contribution/

Panasonic Electric Works is working to develop and market energy-saving products and contributing to the prevention of global warming by reducing energy consumption during customers' use of our products. We determine the energy saved by using our energy-saving products as an evaluation indicator, and we aim to achieve a 4% year-on-year increase in energy savings by improving our energy-saving technologies and creating excellent energy-saving products. We determine the amount of 'contribution to reducing CO₂ emissions through products' and use this as a new evaluation indicator^{*1} for monitoring our progress.

Energy saved by using energy-saving products (estimates)

(10,000 t-CO₂)

Amount of energy saved by using our energy-saving products
Targeted amount

Calculation formula for amount of energy savings

- (Amount of energy saved by 1 representative product) × (Number of products sold annually) × (Estimated annual hours of usage)
- Electricity-CO₂ conversion coefficient = 0.39 kg-CO₂/kWh

Source: 'List of CO₂ emission coefficients for calculating CO₂ emissions from households' released by the Ministry of the Environment (June 2006)

*1 Please see our website for details on the new evaluation indicators.

Web

[Home](#) > [CSR](#) > [Approaches to Environment](#) > [Environmental Products/Services](#) > [CO₂ Reduction Contribution in Products](#)
http://panasonic-electric-works.net/csr/environment/products_and_services/co2reduction/index.html

Case study of a contribution

Hankyu Railway's new Settsu-shi Station

Creating Japan's first zero-CO₂ emissions (carbon neutral) station through LED lighting fixtures



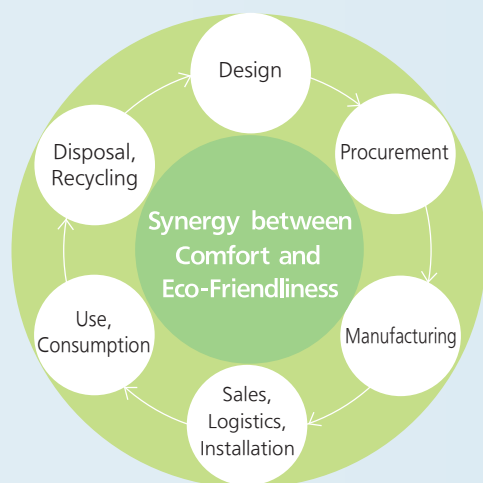
Customer's comments

We introduced 349 LED lighting fixtures in this station. Combining these LED lighting fixtures with a range of other environmental initiatives, we will reduce CO₂ emissions from this station by approx. 51%, of which approx. 13% will be saved by LED lighting fixtures. Because LED lighting fixtures have long lifetime, fewer replacements will be required in dangerous locations such as platforms and high places. We think it is another benefit of LED lighting fixtures that they attract fewer insects. We hope that more LED lighting fixtures will be introduced into railway stations in the future.

Mr. Takaaki Murai (left) and Mr. Masaya Nakano (right)
Urban Transportation Headquarters
Hankyu Corporation



Platform of Settsu-shi Station



Toward Becoming a Green Innovation Company

By making eco central to all of our business activities, we will offer products and services that represent "Synergy between Comfort and Eco-Friendliness" by reducing GHG emissions over the entire product life cycle, promoting resource recycling, and advancing the preservation of biodiversity.

Key Issues

We have designated these three items as our key issues. Our contributions to preventing global warming (reducing GHG emissions) are featured on this page.



Contributions to reducing GHG emissions



Promotion of resource recycling



Efforts to preserve biodiversity

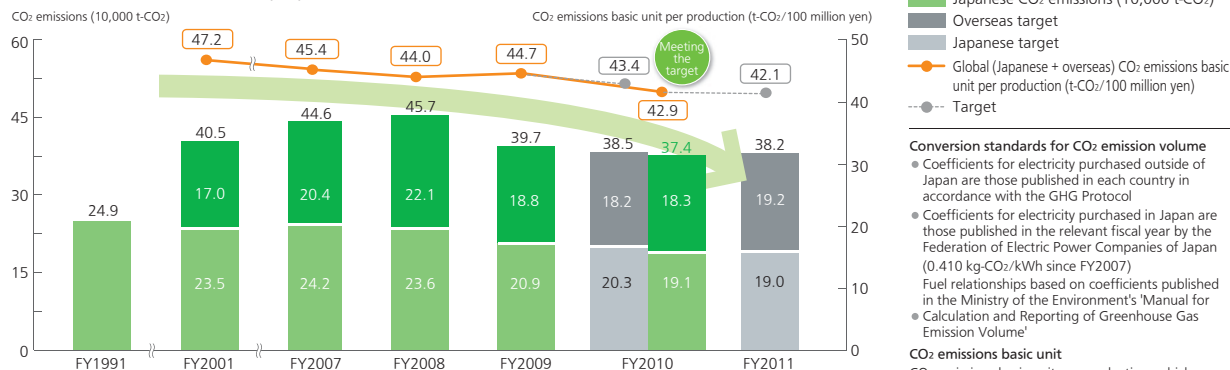
Reducing CO₂ emissions in manufacturing departments

[Web](http://panasonic-electric-works.net/csr/environment/facility/manufacturing/) [↑ > CSR > Approaches to Environment > Environmental Facilities > Global Warming Prevention in the Manufacturing Department](#)

<http://panasonic-electric-works.net/csr/environment/facility/manufacturing/>

During FY2010, all of our manufacturing sites took the approach of 'making energy consumption visible' by detecting and comprehensively reducing losses and air leakages, which led to achieving the targeted reductions. Although we expect a production increase for FY2011, we aim to hold CO₂ emissions to 382,000 t through our efforts. We use the amount of 'contribution to reducing CO₂ emissions through products' as a new evaluation indicator, and we will monitor the progress of meeting our target. We also use the amount of 'contribution to reducing CO₂ emissions through production activities' as a new evaluation indicator^{*2}, and, again, we will monitor the progress of meeting our target.

CO₂ emissions and their basic unit per production



Conversion standards for CO₂ emission volume

- Coefficients for electricity purchased outside of Japan are those published in each country in accordance with the GHG Protocol
- Coefficients for electricity purchased in Japan are those published in the relevant fiscal year by the Federation of Electric Power Companies of Japan (0.410 kg-CO₂/kWh since FY2007)
- Fuel relationships based on coefficients published in the Ministry of the Environment's 'Manual for Calculation and Reporting of Greenhouse Gas Emission Volume'

CO₂ emissions basic unit
CO₂ emissions basic unit per production, which we use to monitor the progress toward meeting our target, is plotted on the graph.

*2 Please see our website for details on the new evaluation indicators.

[Web](http://panasonic-electric-works.net/csr/environment/facility/co2reduction/index.html) [↑ > CSR > Approaches to Environment > Environmental Facilities > CO₂ Reduction Contribution through Production Activities](#)

<http://panasonic-electric-works.net/csr/environment/facility/co2reduction/index.html>

Case study of a contribution

Panasonic Electric Works (Suzhou) Co., Ltd. Energy-saving activities in both equipment and systems



Highly efficient inverter screw chiller

Staff member's comments

We replaced the inverter screw chiller with a highly efficient electric type and adopted inverter control of fans and pumps. In addition, we appointed persons in charge of energy saving promotion in each department. They carried out energy saving patrols and other measures for raising energy saving awareness among all our employees. As a result, we cut CO₂ emissions by 1,042 t-CO₂ (4.8%) in FY2010 compared to the previous year.

Wan Jihong, Leader
Multi-layer Equipment Section
Energy-Saving Patrol



– Approaches to Customers – So that Customers May Use Our Products in Total Comfort



Web

<http://panasonic-electric-works.net/csr/customer/>

> CSR > Approaches to Customers

Dialogue with customers

Ongoing activities for continuous improvement based on customer opinions

Web

http://panasonic-electric-works.net/csr/customer/cs_activity/improve/index.html

> CSR > Approaches to Customers

The opinions of some **800,000** customers each year are used to guide a variety of improvement activities

Collection

Customer opinion data are tabulated and sent to all company employees

VOC^{*)} is used to investigate customer opinions and demands regarding individual products



Analysis

Causes of problems are analyzed and improvements discussed for each individual product

Causes of problems are analyzed and potential measures for improvement are discussed



Improvements

Problems are identified and improvements are promoted

- Improvements to catalogues
- Improvements to websites
- Improvements to instruction manuals
- Improvements to products
- Improvements to customer inquiry response
- Hosting of courses

etc.

Verifications

Actual customers are asked for their honest opinions to verify the improvements that have been made to products, catalogues, instruction manuals, etc.

Definitions of terms

*1 CQF

Unique Panasonic Electric Works term – a combination of "Customer First" and "Quality First"

*2 CS

Abbreviation of "Customer Satisfaction"

*3 VOC

Abbreviation of "Voice of Customer" – a system that stores questions and opinions received directly from customers in a database, and a technique called "text mining" is used to search for and analyze trends and changes.

*4 Quality evaluation technology development

The development of technology to quantify customer usage methods and conditions and thus determine the reliability and durability of Panasonic Electric Works products.

Case study

Verification through direct dialogue with customers

As a new initiative for FY2010, we engaged in direct dialogue with customers over instruction manuals to find out just what they considered to be "easy to understand," "easy to read," and "easy to apply," and we used their opinions to implement improvements. We are also engaging in similar customer dialogue over "ease of use of products," "showroom activities," and "customer response."



Result

Instruction manuals that are "easier to understand" and "easier to read"

Before improvement

Certain pages that would have been useful to read together were separated within the actual manuals.



After improvement

Based on the customers' opinions, we combined pages and made the whole manuals easier to understand.



* Only for the Japanese version of the instruction manuals

No matter how times change, it will always be our supreme target to supply "maximum satisfaction and security to the consumer" and achieve "harmony between society and the environment," with an unwavering belief that "quality comes first."

Core Quality

In order to implement our "Creating Customer Delight" core management vision, Panasonic Electric Works is working to improve quality, safety, and security in all of its products and services. At the heart of these efforts lie our "CQF activities,"¹ through which we attempt to achieve two main goals – "improvement of customer response quality" and "improvement of product quality."

CQF (Customer Quality First)

Customer service quality

Improved customer satisfaction during customer contact.

CS¹² mindset development

CS infrastructure development

CS visualization

Product quality

Minimization of product malfunctions and creation of quality appeal

Safety quality

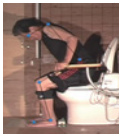
Universal Design

Green Products

Scientific pursuit of sense of "comfort" and "ease of use"

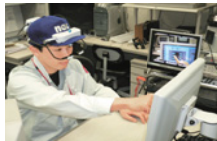
Through our quality evaluation technology development⁴, we seek to make ease of use "visible" and implement a variety of different verifications.

Smooth operation



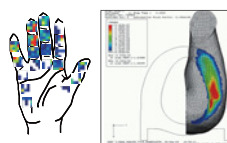
Motion analysis

Easy-to-understand operation



Sight-line analysis

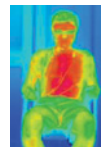
Comfort



Comfortable to hold

Comfortable to sit on

Biological information



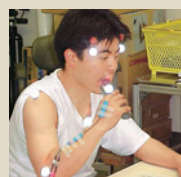
Skin-temperature analysis

Case study

Research into making shavers more comfortable to hold – in pursuit of the most comfortable shape –



Gloves with pressure sensors used to measure grip pressure



Motion markers used to measure and analyze degree of motion with video

Result

"Ergo Curve Design" is easy to use and fits the hand perfectly

Most important design aspects in making products "comfortable to hold" identified

More comfortable to hold if fitted to fingers, which are capable of precise control, rather than the palm of the hand with its low sensitivity

A shaver shape that is easy to use and fits the hand perfectly

Ergo Curve Design



Improved shaver shape "Lamdash" men's shavers



Rechargeable power drill



"nanocare" hairdryer

The solutions that made these products more comfortable to hold have been applied to other Panasonic Electric Works products as well.

Important message to customers

Matsushita Electric Works (now Panasonic Electric Works) electrical carpets
Product replacement and collection

It has come to our attention that, in a small number of products manufactured by Matsushita Electric Works (now Panasonic Electric Works) up to five years ago, a certain component within the temperature controller can become excessively hot, leading to the possibility of holes emerging in the controller case and discoloration or scorching of the surrounding area.

On January 25, 2010, a recall notice headlined "Matsushita Electric Works (now Panasonic Electric Works) electrical carpets – Product replacement and collection" was placed in newspapers and on our company website. Since then, we have been working to replace parts or entire products for all products thought to be at risk, in order to prevent the possibility of any accident or damage resulting from this defect.

Therefore, we ask all customers using electrical carpets manufactured by our company to verify the product's model number.

If the model number of your product matches one of those listed, please contact Panasonic Electric Works via our corporate website or the contact details below; otherwise, contact the retailer where you purchased your product.

We would like to express our deepest apologies for any inconvenience caused, and thank you sincerely for your understanding and cooperation.

Enquiries

Electrical Carpet Market Response Office
Home Appliances Manufacturing Business Unit
Panasonic Electric Works Co., Ltd.

Dedicated website

<http://panasonic-denko.co.jp/hot-carpet/>

– Approaches to Employees – Human Resources Underlie Good Management

Web

<http://panasonic-electric-works.net/csr/employee/>

Cross-culture and management philosophy training

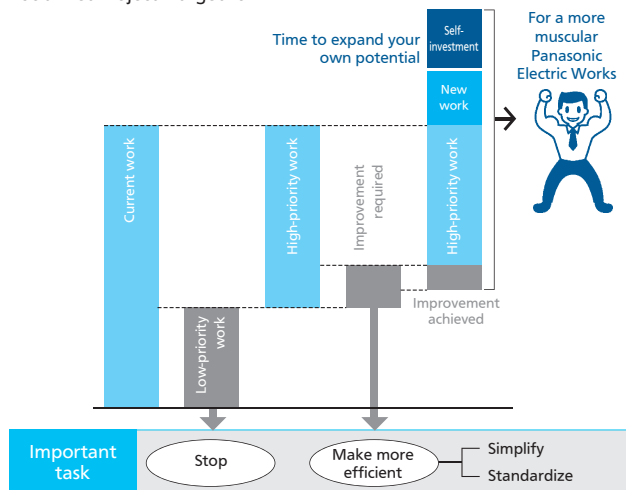
Promoting greater job efficiency with Job Diet activities

Web

<http://panasonic-electric-works.net/csr/employee/work-life/promoting/>

- The aim of these activities is to reduce the amount of low-priority work for each person by 50 hours per year – half of which should then be used for self-development or home life, while the other half should be used for new work tasks.
- The project was launched in April 2008.

■ Job Diet Project: Target form



Participants' comments My Job Diet

Hidehiko Nishikubo

Lighting Systems Development Department

The themes and proposals presented as part of the Job Diet activities offer an excellent opportunity to hear how your colleagues are getting on. The chance for everyone to talk together allows individuals to get their own problems off their chests. These Job Diet activities have served as a good trigger for the members of our department to communicate better and think about the ways we go about our work.



Mentor system – allowing senior employees to pass on their know-how

- Employees are given an opportunity to consult with someone other than their boss or supervisor (mentors are matched by a secretariat). This allows for communication over a wide range of themes, including current work and future career, and for mutual learning by both parties.
- The program lasts one years, with meetings arranged freely (usually once a month).
- The system was launched in September 2009.



Participants' comments

I made use of the mentor system

Mentee: Akane Shimmatsu (left in picture)

Metropolitan Building Products & Housing Equipment Sales Division

Through discussions with a senior member of the same Construction Materials Department – to whom I had little chance to speak before – I received a wide range of clues and tips about my work, which in turn helped me develop my ideas. I am very grateful to this system for giving me the chance to converse with such an ear nest employee of the department, and to expand my personal network of contacts. I plan to make further use of this system, and hope that it will continue to expand in our company.

Mentor: Junji Kanbayashi (right in picture)

Building Products Marketing Division

This system allowed me to focus on women, who may have great ability but have suffered from being in a "male-dominated society." We are now in an era where the potential of women is becoming more and more important. There are lots of women with great ambition in our company, so I hope that this mentor system will be developed even further in the future.

Panasonic Electric Works' "basic principles of human resource development," which are based on the idea that "human resources underlie good management," are applied to inherit Panasonic's founding traditions, to "make people before products," and to implement the philosophy that "making products and developing personnel are two wheels of the same cart.". We aim to create an environment and a corporate culture that enable employees to combine "challenging work" with "fulfilling personal life" to maximize their potential.



Creating a globalized culture through "co-development" with overseas employees

Web

<http://panasonic-electric-works.net/csr/employee/diversity/promotion/>

- Japanese language training launched in 2008; cross-cultural training with boss and employee working as a pair launched in 2009.
- Activities include language training of business Japanese for use in work (including Panasonic terminology), career development support with individual interviews, and promotion of understanding the Panasonic management philosophy.
- The goals of these activities are for employees and their bosses to understand differences in cultures and in working habits and to develop working environments built on trust, thus encouraging employees to perform to the best of their abilities.

Definitions of terms

*1 Diversity

People have different genders and nationalities, some may have disabilities, and everyone has different personalities and values. Collectively, this array of differences is what "diversity" refers to.

*2 Work-life balance

The idea that in order for workers to be able to feel highly motivated, be in the best physical and mental condition to work, and achieve the best possible performance in their jobs, it is essential that they have "a good balance between their work and personal lives."

*3 Mentor system

A mentor is a strong leader in whom others may place their confidence while consulting with them. The mentor system serves as an advisory system within the company, and it seeks to boost employees' desire for self-improvement through advice over matters such as career plans and skills development. The person receiving advice is known as the "mentee," while the leader offering advice is known as the "mentor."



Participants' comments

I have taken part in cross-cultural and management philosophy training

Manuela Mangiacavalli Corporate Advertising Department

I thought that today's training session was really good. I learnt a lot from it and think it will be extremely useful in my future work. There are many differences between Japanese people and people from other countries, but I feel that we can work together successfully if we communicate properly and remember that we are all human beings.



Tsuyoshi Sugino (her boss) Corporate Advertising Department

It has been extremely good for me to be able to work with people from all around the world.

I have been able to gain a good understanding of how our foreign employees think and to learn about their various concerns. I hope that we can continue to create good opportunities for communication so that we can make the most of these employees' strengths.



– Approaches to Society and Local Communities – Being a Good Corporate Citizen

Web

[⬆ > CSR > Approaches to Society and Local Communities](http://panasonic-electric-works.net/csr/citizen/)
<http://panasonic-electric-works.net/csr/citizen/>

Eco-friendly lighting lesson at an elementary school

Educating the next generation through our main business

Web

[⬆ > CSR > Approaches to Society and Local Communities > Education](http://panasonic-electric-works.net/csr/citizen/education/index.html)
<http://panasonic-electric-works.net/csr/citizen/education/index.html>

Eco-friendly lighting lesson



Our employees offer simple explanations about energy saving in one of our company's businesses, lighting, while visiting a class of elementary school pupils. After being taught how 'incandescent lighting', 'fluorescent lighting', and 'LEDs' work, the children learned about the differences in the power consumption of each lamp through experiments using windup power generators and wattmeters made by the employees. In FY2009, similar lessons were provided to some 1,200 children – mainly in the Osaka and Tokyo areas.



"Andon" (traditional lamp) craft workshop using LEDs

To give people a greater familiarity with LEDs, during a local festival we held a craft workshop in making "andon" (traditional lamp) using LEDs. In Ryujin, Tanabe, Wakayama, participants enjoyed exchange with village residents and made andons of their own design by hand using thinned wood and traditional paper ("sanji gami") from the local area.



Career education (examples)

In our showroom, junior high students learned about working by viewing and experiencing various products. High school students listened to a lecture on the significance and excitement of working, with various examples of product development.



Junior high students had a workplace tour



A lecture to high school students

Skill succession (example)

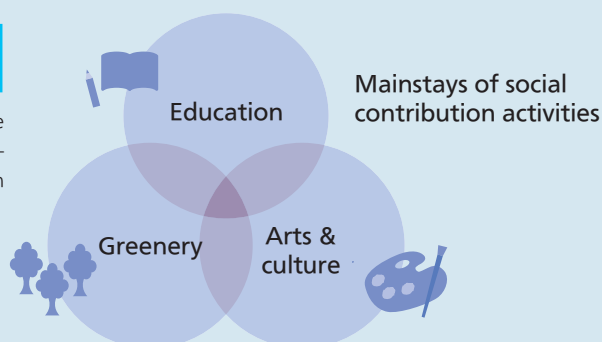


Seminar given to technical high school teachers

We promote social contribution activities with a focus on greenery, education, and arts and culture. Our basic principle is to pursue a better society as a good corporate citizen. By supporting our employees' awareness and activities, we cherish relationships with local communities and aim at fostering a corporate culture and climate for cooperation and co-prosperity with society.

Key Fields

We focus our activities in these three fields. Here, we introduce our relationship with local communities through education and greenery.



Local exchanges fostered by greenery

Web

<http://panasonic-electric-works.net/csr/citizen/greenery/index.html>

Exchange in Ryujin in Tanabe City

We have participated in the "company forest" project of Wakayama Prefecture since 2007. In April 2010, the fourth tree planting event was undertaken by some 380 people, including our employees, their families, and retirees, in the "Nagaki no Mori" (Perpetual Forest) in Ryujin, Tanabe. In FY2010, we had various exchanges in addition to tree planting, such as undergrowth clearing in September, a class visit to elementary school children in November, and a craft workshop at a local festival (see left page). We will continue to cooperate with local residents, support forest conservation activities, and enhance local exchanges.



Tree planting



Undergrowth clearing

Activities supported by the characteristics of local sites

Web

<http://panasonic-electric-works.net/csr/citizen/localsites/index.html>

Plant growing and environmental workshop

● Panasonic Electric Works Facilities Lighting

We held exchanges with local elementary school children throughout the year through plant cultivation as well as an environmental workshop and factory tour. The children made paper using harvested plants and then made postcards with it.



Mangrove planting

● Panasonic Electric Works (Thailand)



Monthly cleaning activities

● Panasonic Electric Works (Suzhou)
Panasonic Electric Works
Electronic Materials (Suzhou)



Help with snow removal in the neighborhood

● Panasonic Electric Works (Niigata Factory)



We promote not only these but also many other activities carried out at our sites, which are published on our website and through other media.

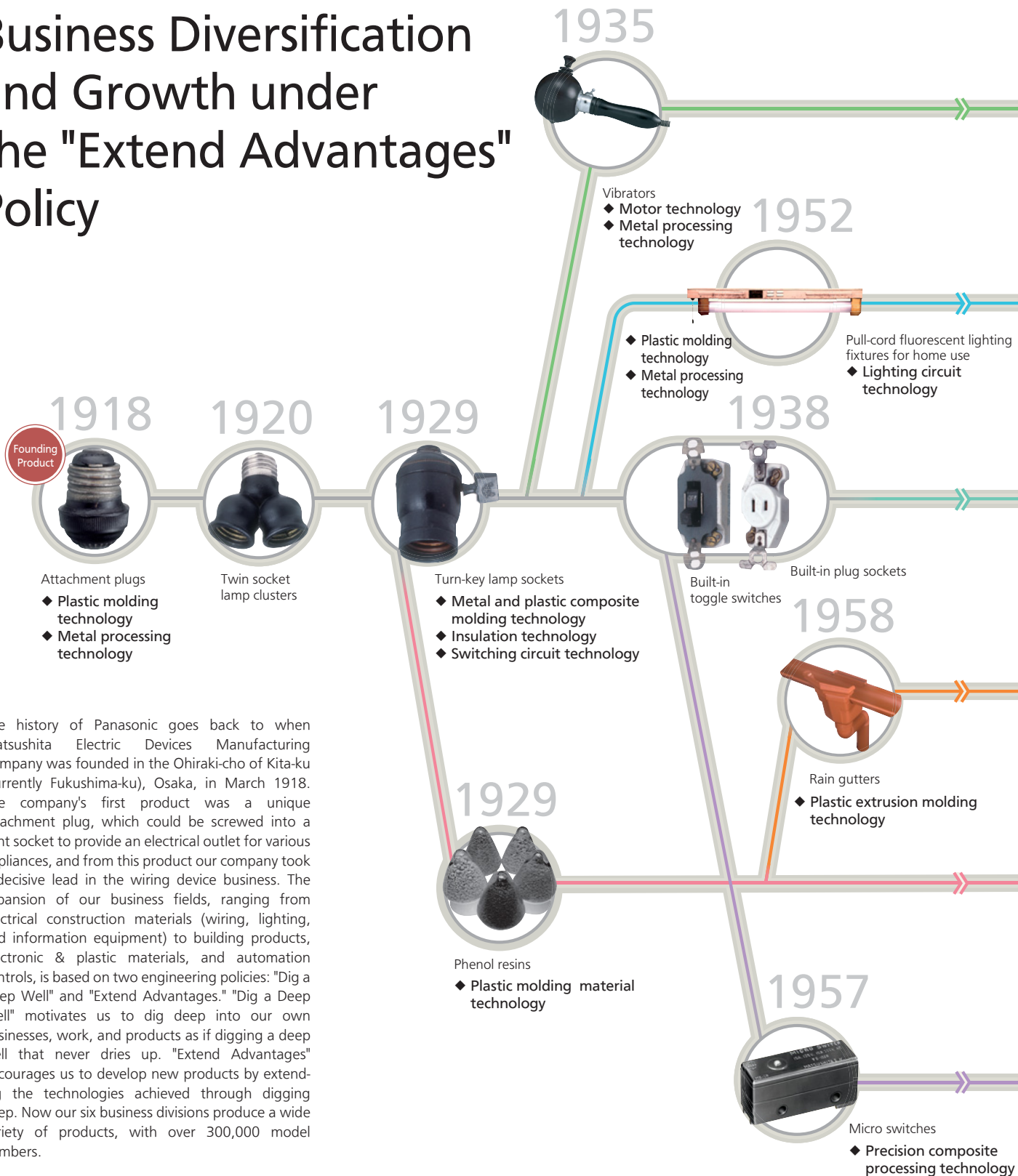
Tree planting on Mt. Fuji



Reed cutting at Lake Biwa



Business Diversification and Growth under the "Extend Advantages" Policy



The history of Panasonic goes back to when Matsushita Electric Devices Manufacturing Company was founded in the Ohiraki-cho of Kita-ku (currently Fukushima-ku), Osaka, in March 1918. The company's first product was a unique attachment plug, which could be screwed into a light socket to provide an electrical outlet for various appliances, and from this product our company took a decisive lead in the wiring device business. The expansion of our business fields, ranging from electrical construction materials (wiring, lighting, and information equipment) to building products, electronic & plastic materials, and automation controls, is based on two engineering policies: "Dig a Deep Well" and "Extend Advantages." "Dig a Deep Well" motivates us to dig deep into our own businesses, work, and products as if digging a deep well that never dries up. "Extend Advantages" encourages us to develop new products by extending the technologies achieved through digging deep. Now our six business divisions produce a wide variety of products, with over 300,000 model numbers.

Example Installations

SHINSEGAE CENTUMCITY Department Store in Korea



New Chitose Airport, Hokkaido



Lines of Business

Home Appliances



Men's shaver *Lamdash*



Massage Sofa



Night Steamer *nanocare*



Electric power tools (*SLIMO*) series

This business unit creates home appliance products and services for the "beauty," "health," and "rechargeable power tools" fields to mentally and physically energize customers throughout the world and brighten up their lives.

Lighting Products



LED lighting fixture
EVERLEDS



Environmentally friendly
lighting fixture *W Eco*



Sreet lighting
EVERLIGHT



Crop disease
protection system
Tafna-Ray

As one of the world's leading manufacturers of lighting fixtures, Panasonic Electric Works serves all markets, including residential, industrial, commercial, and outdoor product sectors. In recent years, we have also been actively developing businesses offering added value in response to key social trends, such as increasing environmental awareness and the need to create comfortable spaces.

Information Equipment and Wiring Products



HEMS
Lifinity



Home fire alarm



Multi-Circuit Energy
Monitor



Wiring products

This business unit provides electrical- and information-related equipment for houses and other buildings. The product line-up includes electrical equipment, ranging from power distribution equipment to switches and power outlets, security equipment for preventing crime and disasters, energy-conservation management systems, and network wiring systems.

Building Products



Modular kitchen system
Living Station



Fully-automatic self-cleaning toilet
A-La-Uno



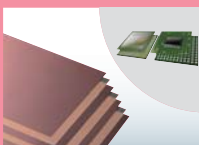
Interior housing materials
Bi-So-Ju



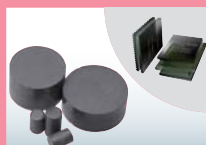
Eco Cute

This business unit provides a comprehensive range of housing equipment and construction materials to the new housing and remodeling markets. The product range includes kitchen and bathroom products, interior and storage products, exterior housing materials, and products for the all-electric home.

Electronic and Plastic Materials



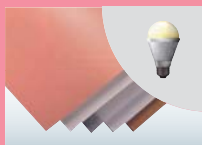
Electronic circuit board materials
MEGTRON GX



Environmentally friendly semiconductor
encapsulation material
ECOM E



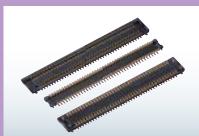
Flexible Electronic circuit board material
FELIOS



High-thermal-conductive glass
composite circuit board material
ECOOL

This business unit globally supplies electronic materials that ensure the functionality and reliability of electronic devices used to provide comfortable lives. Applications of these devices include digital home appliances, mobile phones, communication network equipment, personal computers, and automobiles.

Automation Controls



Narrow-pitch connectors



B&C (back & corner) sensor



EV relay



Simple power meter
Eco-Power Meter

This business unit globally supplies devices and components that help to reduce products' sizes, save labor, and enhance reliability. Applications include automation control components, factory automation (FA) equipment, and automotive devices.

National Diet Library



Yamaha Ginza Building



Tokyo University of Agriculture and Technology



Introduction to Major Products

LED lighting combining comfort and eco-friendliness EVERLEDS



The concept behind these products is "FOREVER." LEDs are a form of lighting that will continue to grow forever – becoming "brighter," "more compact," and "longer lasting," while "helping to make the world more beautiful, forever".
EVERLEDS presents a comfortable, eco-friendly lighting solution.

With a top-class line-up of some 1,100 different models, we present specific ideas to meet the exact needs of our customers

With rising expectations for the spread of LED lighting, Panasonic Electric Works is using its product development capacities as a lighting manufacturer to launch a succession of new EVERLEDS LED lighting products – combining comfort with eco-friendliness – from 2010. Our total range of LED lighting fixtures now extends to some 1,100 different models. With such product potential (hardware) and our own unique index for measuring the feeling of brightness, the "Feu*" (software), we are actively working to push forward new ideas for living spaces. For example, our "Symphony Lighting" presents a combination and style of lighting that ensures that no more light is provided than absolutely necessary, thus providing excellent energy-saving performance.

* The "Feu" brightness index is a unique index developed by Panasonic Electric Works to express a quantitative measure of "the feeling of brightness in a given space."

Tokyo Sky Tree®

Panasonic Electric Works has been named the official lighting devices partner of Tokyo Sky Tree®.

Panasonic Electric Works is working to develop special LED lighting fixtures for towers, with the aim of using LEDs exclusively in our lighting designs.



In spring 2012, construction is scheduled to be completed on "Tokyo Sky Tree®," a new landmark for the Tokyo skyline and, at 634 m, set to be the tallest self-supporting radio tower in the world^{*1}. Thanks to the performance of our products in the LED lighting business, including our "high-precision light reproduction technology" to faithfully reproduce desired light colors and our "three-dimensional analytical technology" to enable more efficient development of lighting fixtures, Panasonic Electric Works was selected as the official lighting devices partner of Tokyo Sky Tree®. We are now working to develop special LED lighting fixtures for the tower, with the aim of using LEDs for the tower's entire lighting design^{*2}. By using our company's cutting-edge technologies, we will create a lighting design that combines energy-saving with beauty, making the new structure a real symbol for the region.

*1: As of March 1, 2010 *2: Lighting fixtures for external illumination only

Two lighting designs for "Tokyo Sky Tree®"

The site for the tower's construction has a history that dates back to the culture of the Edo Period, in an area that served as the cornerstone for the development of modern Tokyo. Two different lighting patterns will be employed on alternate days – a "sophisticated" style reflecting the spirit of Edo (left-hand picture) and a "elegant" style reflecting the town's traditional aesthetic values (right-hand picture).



● Tokyo Sky Tree®
Primary contractor: Tobu Tower Sky Tree Co., Ltd.
Design and administration: Nikken Sekkei Ltd.
Lighting consultants (design simulation): Sirius Lighting Office Inc.
Construction: Obayashi Corporation
Scheduled date of completion: Spring 2012

Photographs supplied by Tobu Railway Co., Ltd.; Tobu Tower Sky Tree Co., Ltd.



"LED FreePa down-lighting" with integrated sensor for the home



"LED down-lighting (HomeArch)" for the home



Compact, powerful "LED spotlighting" for stores



High-efficiency "LED base lighting – straight type"

Our rich line-up of energy- and resource-saving lighting fixtures



WECO
Environmentally Friendly Lighting Fixtures

The "W (Double) Eco" environmentally friendly lighting fixtures offer the brightness of two bulbs in just a single bulb. This will serve as the next-generation standard for "energy-saving" and "resource-saving."



EVERLIGHT

"Everlight" electrodeless discharge lamps offer people-friendly, eco-friendly lighting – with high efficiency and a long lifespan.

The advanced Panasonic kitchen Living Station



Cook, clean, and store away more quickly. The "Living Station" kitchen brings greater freedom to people's lives.

Four concepts of the Living Station



A new cooking style to prepare food with a smoother flow.

With its shapes, materials, and surface treatment, this kitchen remains hygienic and easy to clean.

Effective use of space. Highly efficient storage – the right thing in the right place.

Optimum coordination of functions and designs to suit customers' cooking styles and preferences.



Fast Triple-wide IH cooking heater

Greater space for faster cooking makes our triple-wide IH cooking heater great to use

- Plenty of space for three pots or pans
- More space in front of the IH cooking heater
- Enough space for two people to cook together



Eco-friendly, all-electric lifestyle with high energy-saving performance

Electricity can be relied upon in every part of your life, from hot water systems to cooking appliances in the kitchen, heaters, and air conditioners. Our all-electric solutions provide our customers with more comfortable lifestyles.



(Hot water) Our Eco Cute systems now feature sensors to detect when users enter the bath, thus saving more energy than ever.



Our home solar power generation systems emit no greenhouse gases whatsoever. All electricity for the home is generated from the sun.



(Heating) Our electrical floor heater keeps your feet nice and warm, and the air in the room clean.

Electrostatic atomized water particles create new comfort in the air



Web http://panasonic-electric-works.net/cc_topics/nano



"nanoe" generation device

A "nanoe" particle is a nano-sized "electrostatic atomized water particle" generated through Panasonic Electric Works' own independently developed technologies. These tiny water particles coated in electricity work on all kinds of substances and have real power to create a more comfortable environment.

One example application of "nanoe" is our "nanocare" night steamer for beautiful, moist skin

- The twin functions of "moist breeze steam" and "nanoe" help keep skin moist and hair looking glossy.



Cute spherical form; does not roll over

Just place it at your bedside

By simply placing it at your bedside and leaving it switched on, the "nanocare" night steamer will provide your skin with the moisture it needs while you are asleep.

- (1) Switch on the "nanocare" night steamer before you go to sleep – the "moist breeze steam" will slowly penetrate your skin and provide it with moisture
- (2) After about 20 minutes, the "nanocare" night steamer automatically switches to "nanoe" mode – the "nanoe" particles then help your skin and hair stay moist as you sleep

Sleep-friendly functions

- Automatic lateral roll switch-off function
- Detects when water tank is empty
- 8-hour automatic switch-off timer



Our "nanoe" technology helps create a more comfortable living environment as "nanoe" becomes a greater part of people's lives

In the home

"nanoe technology" is used in housing equipment to provide cleaner air



"Aero-washer" air circulation panel with "nanoe"



"Root & Vegetable Keeper" larder with "nanoe"

In the car

Integrated in-vehicle unit featuring "nanoe" technology and LED lighting technology



Integrated in-vehicle unit featuring "nanoe" device and LED lighting technology

This personal health product has been introduced as the "nanoe" Drive Shower in the Toyota "Passo" and the Daihatsu "Boon" – both of which have been developed targeting female customers.

Photograph supplied by: Toyota Motor Corporation

Global Network

We operate around the world, aiming at becoming a "Leading Global Company in Asia Combining Comfort and Eco-Friendliness."

The Panasonic Electric Works Group is developing its business activities around a five-zone global management structure: Japan, China and Northeast Asia, Asia/the Middle East and Africa, the Americas, and Europe and Russia. In developing our group's wide range of products, we hope to provide comfortable lifestyles to our customers in over 100 countries throughout the world. In the future, we will pursue global development through enhancing local product planning and development functions and meeting the needs of an increasingly diversifying world, with a focus on Asia, China and India (AC & I).



Panasonic Electric Works Europe AG (Germany)

Europe

Manufacturing companies 11
Sales companies 9
Other companies 1

21 companies

Major consolidated companies

Panasonic Electric Works Vossloh-Schwabe GmbH
(Germany – Manufacture and sales of lighting fixtures)
Panasonic Electric Works Electronic Materials Europe GmbH
(Austria – Manufacture and sales of circuit board materials)
Panasonic Electric Works Europe AG
(Germany – Manufacture and sales of automation control devices)



Panasonic Electric Works Housing Equipment Co., Ltd.
(Kota Factory, Japan)



Anchor Electricals Private Limited (Haridwar Factory, India)

Asia, Middle East, other areas

Manufacturing companies 9
Sales companies 9
Other companies 1

19 companies

Major consolidated companies

P.T. Panasonic Electric Works Gobel Manufacturing Indonesia
(Indonesia – Manufacture and sales of lighting fixtures)
Panasonic Electric Works (Thailand) Co., Ltd.
(Thailand – Manufacture and sales of personal-care products and automation control devices)
Panasonic Electric Works (Ayuthaya) Co., Ltd.
(Thailand – Manufacture and sales of chemical materials, circuit board materials, lighting fixtures, and wiring devices)
Panasonic Electric Works Asia Pacific Pte. Ltd.
(Singapore – Sales of automation control devices, electronic materials, and electrical machinery and appliances)
Anchor Electricals Private Limited
(India – Manufacture and sales of wiring devices)



Panasonic Electric Works Electronic Materials (Suzhou) Co., Ltd. (China)

China and Northeast Asia

Manufacturing companies 23

Sales companies 9

Other companies 2

34

 companies

Major consolidated companies

Panasonic Electric Works (Beijing) Co., Ltd.

(China – Manufacture and sales of lighting fixtures, wiring devices, and wellness appliances)

Panasonic Electric Works Wanbao (Guangzhou) Co., Ltd.

(China – Manufacture and sales of personal-care products)

Panasonic Electric Works Electronic Materials (Suzhou) Co., Ltd.

(China – Manufacture and sales of circuit board materials)

Panasonic Electric Works Electronic Materials (Guangzhou) Co., Ltd.

(China – Manufacture and sales of circuit board materials)

Panasonic Electric Works Automation Controls (Beijing) Co., Ltd.

(China – Manufacture and sales of automation control devices)

Panasonic Electric Works (China) Co., Ltd.

(China – Sales of electrical machinery and appliances and automation control devices)

Panasonic Electric Works Electronic Materials Taiwan Co., Ltd.

(Taiwan – Manufacture and sales of circuit board materials)



ULT Holdings Inc. (Mexico Factory)

The Americas

Manufacturing companies 3

Sales companies 2

Other companies 2

7

 companies

Major consolidated companies

Panasonic Electric Works Corporation of America

(United States – Manufacture and sales of automation control devices and lighting devices)

ULT Holdings Inc.

(United States – Manufacture and sales of lighting devices)

Panasonic Electric Works Group

Panasonic Electric Works Co., Ltd.

Head Office (Osaka Prefecture)

Tokyo Head Office (Tokyo)

Factories (8)

Niigata Factory (Niigata Prefecture – Lighting fixtures)

Ibaraki Factory (Ibaraki Prefecture – Piping equipment)

Tsu Factory (Mie Prefecture – Wiring devices, and fire/crime prevention devices)

Ise Factory (Mie Prefecture – Automation control devices)

Hikone Factory (Shiga Prefecture – Personal-care products and wellness appliances)

Maibara Factory (Shiga Prefecture – Guttering)

Ritto Factory (Shiga Prefecture – Guttering)

Kurume Factory (Fukuoka Prefecture – Plumbing equipment and pumps)

Research sites (9)

New Product Technologies Development Department, Advanced Technologies Development Laboratory, Production Technologies Research Laboratory, Research & Development Center of Home Appliances Manufacturing Business Unit, Research & Development Center of Lighting Manufacturing Business Unit, Research & Development Center of Information Equipment & Wiring Manufacturing Business Unit, General Technology Center of Building Products Manufacturing Business Unit, Research & Development Center of Electronic Materials Business Unit, Automation Controls Technology Application Development Laboratory



Head Office (Osaka Prefecture)



Tokyo Head Office (Tokyo)

Major consolidated companies in Japan

Manufacturing

Panasonic Electric Works Facilities Lighting Co., Ltd. (Osaka City – Lighting fixtures)

Panasonic Electric Works Interior Lighting Co., Ltd. (Mie Prefecture – Lighting fixtures)

Panasonic Electric Works Architect Lighting Co., Ltd. (Osaka Prefecture – Lighting fixtures)

Panasonic Electric Works Denro Co., Ltd. (Aichi Prefecture – Electrical circuit devices)

Panasonic Electric Works Tokai Co., Ltd. (Mie Prefecture – Home automation equipment)

Kubota Matsushitadenko Exterior Works, Ltd. (Osaka City – Roofing and siding materials)

Panasonic Electric Works Gunma Co., Ltd. (Gunma Prefecture – Wooden flooring)

Panasonic Electric Works Housing Equipment Co., Ltd. (Tochigi Prefecture – Bathroom units)

Panasonic Electric Works Koriyama Co., Ltd. (Fukushima Prefecture – circuit board materials)

Panasonic Electric Works Yokkaichi Co., Ltd.

(Mie Prefecture – Molding materials, circuit board materials, semiconductor sealants)

SUNX Ltd. (Aichi Prefecture – Automation control devices)

Panasonic Electric Works Obihiro Co., Ltd. (Hokkaido – Automation control devices)

27 other companies

Sales, service, engineering, etc.

Fukunishi Electrical Co., Ltd. (Osaka City)

Panasonic Denzai System Co., Ltd. (Tokyo)

Ishigaki Denzai Co., Ltd. (Sapporo City)

Panasonic Electric Works Living Shutoken Kantoh Co., Ltd. (Tokyo)

Panasonic Electric Works Living Kinki Co., Ltd. (Osaka City)

Panasonic Electric Works Living Tokai Co., Ltd. (Nagoya City)

Panasonic Electric Works AWE Co., Ltd. (Sapporo City)

Panasonic Electric Works Automation Controls Co., Ltd. (Tokyo)

Panasonic Electric Works Information Systems Co., Ltd. (Osaka City)

Panasonic Electric Works Techno Service Co., Ltd. (Osaka Prefecture)

Panasonic Electric Works Engineering Co., Ltd. (Osaka City)

Panasonic Electric Works Home Engineering Co., Ltd. (Osaka City)

47 other companies

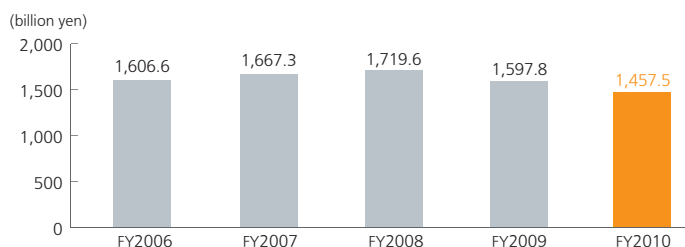
Overview of the Panasonic Electric Works Group and Major Awards and Recognition by Outside Organizations

Corporate profile & performance

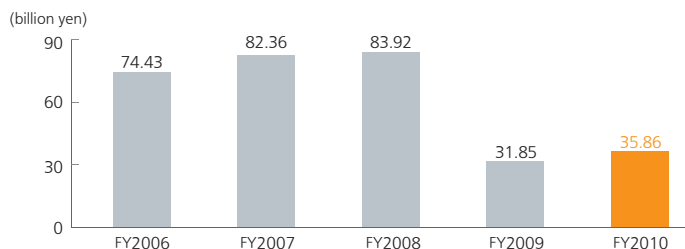
Company Name	Panasonic Electric Works Co., Ltd.
Founded	March 1918
Incorporated	December 1935
Head Office	1048, Kadoma, Osaka 571-8686, Japan Telephone: +81-6-6908-1131
Tokyo Head Office	1-5-1 Higashi-Shinbashi, Minato-ku, Tokyo 105-8301, Japan Telephone: +81-3-6218-1131
Capital	148.5 billion yen*
Number of Employees	(consolidated) 56,103*

* valid as of March 31, 2010

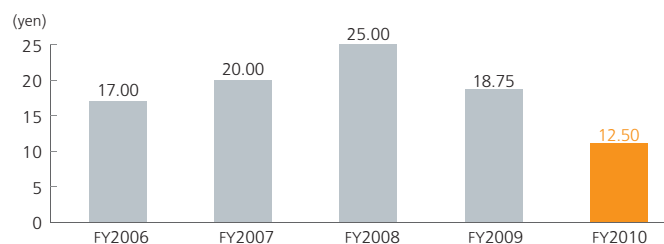
Consolidated sales



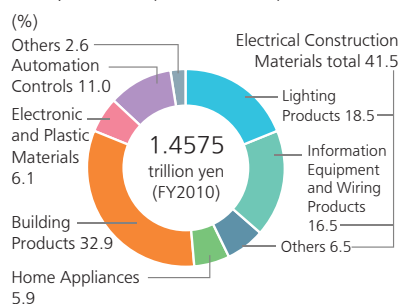
Operating profit (consolidated)



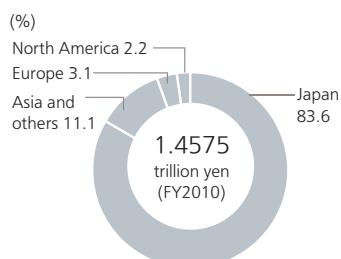
Dividend per share



Percentage of sales turnover by department (consolidated)



Percentage of sales turnover by region (consolidated)



History

Japan

March 1918	Konosuke Matsushita founds 'Matsushita Electric Devices Manufacturing Works.' Begins manufacturing and selling of wiring fixtures.
December 1935	'Matsushita Electric Ltd.' Founded as a division company. Manufactures and sells wiring fixtures, compound resins, and electrical ducts.
August 1943	Company name changed to 'Matsushita Aviation Industrial Ltd.'
November 1945	Company name changed to 'Matsushita Electric Works, Ltd.'
May 1952	Begins manufacturing of fluorescent lighting fixtures.
March 1955	Begins selling hair dryers. Also launches electrical shavers in December.
May 1958	Begins selling plastic guttering. Launches plastic laminate (Panelite) products in August. Begins full entry into construction materials business.
June 1965	Introduces marketing and sales office structure.
1981-83	Develops a succession of new businesses: disaster prevention, healthcare products, FA (factory automation) equipment.
June 1984	Introduces divisional management system.
January 1988	'A&I, Amenity & Intelligence' corporate slogan adopted.
July 1995	'A&I KATEIKAN' Internet homepage launched.
June 1998	Enters the care-service business in response to Japan's aging population.
December 1998	Internal division company system introduced.
December 2000	Corporate slogan changed to 'Smart Solutions by NAIS.'
April 2003	'Matsushita Electric Works Building (now Panasonic Electric Works Building)' has grand opening in Shiodome, Tokyo.
April 2004	Matsushita Electric Industrial Co., Ltd. (now Panasonic Corporation) becomes parent company of Matsushita Electric Works, Ltd.
December 2004	Marketing division system introduced.
February 2005	End of fiscal term changed from November 30 to March 31.
October 2008	Company name changed to 'Panasonic Electric Works Co., Ltd.' Group products unified under 'Panasonic' brand.

Overseas

July 1974	Relay manufacturing company 'MS-Relais GmbH' (now Panasonic Electric Works Europe AG) established in Germany.
December 1974	Relay manufacturing company 'Aromat Corporation' (now Panasonic Electric Works Corporation of America) established in United States.
December 1986	Wiring fixtures manufacturing company 'Matsushita Electrical Construction Materials (Taiwan), Ltd.' (now Panasonic Electric Works Electrical Construction Materials Taiwan Co., Ltd.) established in Taiwan.
July 1987	Electrical duct manufacturing company 'Siam Matsushita Steel Co., Ltd.' (now Panasonic Electric Works Steel (Thailand) Co., Ltd.) established in Thailand.
March 1990	Sales company 'Matsushita Electric Works (Asia Pacific) Pte. Ltd.' (now Panasonic Electric Works Asia Pacific Pte. Ltd.) established in Singapore.
January 1993	Manufacturing company for lighting fixtures, wiring fixtures, and electrical products 'Beijing Matsushita Electric Works, Ltd.' (now Panasonic Electric Works (Beijing) Co., Ltd.) established in Beijing, China.
July 1995	Sales company 'Matsushita Electric Works (Hong Kong), Ltd.' (now Panasonic Electric Works (Hong Kong) Co., Ltd.) established in Hong Kong.
January 1996	'Aromat Mexicana S.A. de C.V.' (now Panasonic Electric Works Mexicana S.A. de C.V.), a satellite factory for the Aromat Corporation, established in Mexico.
September 1997	'Matsushita Electric Works (China) Co., Ltd.' (now Panasonic Electric Works (China) Co., Ltd.) established in Beijing, China.
August 2002	'Vossloh-Schwabe GmbH' (now Panasonic Electric Works Vossloh-Schwabe GmbH) purchased as a European site for the company's lighting business.
April 2007	'Anchor Electricals Pvt. Ltd.' purchased as a site for the company's information equipment business in India.
December 2007	American lighting ballast manufacturing company 'Universal Lighting Technologies Co., Ltd.' (now ULT Holdings Inc.) is purchased.

* valid as of April 1, 2010

Major awards and recognition by outside organizations

2009

- Apr.** • Received Medal with Dark Blue Ribbon from the Cabinet Office for donations to relief efforts for major overseas disasters in the previous year

- Received the Science and Technology Award (Development Section), in Recognition, from the Minister of Education, 2009, for the development of low-pressure fine foaming technology and optimum foaming technology

- May** • Received the 59th Industrial Technology Award from the Osaka Industrial Research Association for the development of acryl resin with LED-UV hardening property

- Jun.** • Received the Grand Prize in the Second Diversity Management Awards



- Panasonic Electric Works Facilities Lighting received the Hyogo Prize for Environment-Friendly Business

- Our booklet commemorating the 50th anniversary of launching gutters received the Gold Prize in B-to-B Advertisement Japan, 2009, from the Industrial Advertising Association (Company & Business Guides, Corporate Catalog Section).

- Jul.** • Recognized by the Minister of Health, in the 45th National Blood Donation Campaign, for blood donation activity at the Kadoma site

- Our Head Office building in Tokyo received the "Excellent" mark (a certificate for buildings with excellent fire-proofing equipment) from the Tokyo Fire Department

- Sep.** • Our home fire alarms "Netsu Toban" and "Kemuri Toban" received the Packaging Technology Prize (Package Design Segment) in the Japan Packaging Competition, 2009



- Panasonic Electric Works Kagawa received the Presidents Recognition for Excellent Employer of Persons with Disabilities, from the Japan Organization for Employment of the Elderly and Persons with Disabilities

- Our rail-less autonomous driving robot and blood sample conveying robot system "HOSPI-AL" received the 14th Merchandised Technology Award from the Robotics Society of Japan

- Selected for inclusion in the Dow Jones Sustainability Index for the eighth consecutive year

- Oct.** • Our employees received the Bronze Prize in the 47th national competition of the WorldSkills Competition; five employees won the Fighting Spirit Award



- Our massage sofa received the Readers' Special Prize in the 2009 Sarai Grand Prize

- A circle representing us received the Special Prize in the National Competition 2009 of Excellent TPM Improvements

- Nov.** • Our massage sofa received the Good Design Gold Prize (Minister of Economy Prize)



- Received a letter of appreciation from the Osaka Organized Crime Repelling Center

- Our wiring device, "STYLEE" series for Indonesia, received the German iF Design Award



- Dec.** • Received the Merit Prize for Quality Control Promotion, 2009, from the Japanese Society for Quality Control

2010

- Jan.** • Selected as Sector Leader for Gold Class in SAM's CSR Rating

- Mar.** • Panasonic Electric Works Shiga was certified as an Excellent Employer of Persons with Disabilities by the Ministry of Health



In FY2010, we were selected for the following Socially Responsible Investment (SRI) ratings.

- Selected for inclusion in the Dow Jones Sustainability Indexes (DJSI) for the eighth consecutive year. DJSI is one of the world's most respected SRI indexes.
- Selected for the Gold Class and as Sector Leader in the Building Materials & Fixtures Sector in SAM's CSR rating, for the second consecutive year. SAM is also the rating institution for DJSI. Also certified as Super Sector Leader for FY2010 in the Construction & Materials Sector.
- Selected for the 150 SRI brands of Morning Star (Japan), for the seventh consecutive year.
- Also selected for the first time in ETHIBEL for the current year.



Panasonic Living SHOWROOMS



In the Panasonic Living Showrooms, visitors can examine such household equipment as the latest system kitchen and bathroom, electric devices with high-security performance, and energy-saving lighting. Please come and experience the Panasonic housing products & services that can provide you with a future-looking lifestyle.



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Panasonic
ideas for life

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