



いいもの真っすぐ

ExcelHuman

EH株式会社

**Giving joy to all customers by
providing them with truly genuine and
high-quality products and our friendly
hospitality.**



With headquarters in Sakai City, Osaka Prefecture, EH Inc. collaborates with top-class manufacturers & makers to conceive, develop and produce truly original and high-quality products in Japan. Our highly-acclaimed products include bedding, housewares, furniture, clothing, sportswear, linens, rugs, fur products, sundry goods, jewelry, accessories, ceramics, kimonos, art & antiques, cosmetics, health products, foods, beverages, confectionery, wine, sake & spirits.

Since our establishment in 1964, we've been committed to following our motto: Giving joy to all customers by providing them with truly genuine and high-quality products and our friendly hospitality." This is the vision and business practice of our founder of Kesao Fukae.



Title: Eichi 叡智

Artist: Keido Fukushima, Chief Abbott of Tofukuji Temple

The characters *Eichi* 叡智 represents a truly enlightened state of wisdom based on profound spirituality and intellectual logic. Striving to become “excellent humans,” we dedicate ourselves to cultivating our individual wisdom and making positive contributions to society. This is the origin and the core value of our company name.

The Business Principles of EH Inc.

A Message from Our Founder



“Take the straight path to your dreams.”

Kesao Fukae
Founder

EH Inc. is always committed to following the basic principle: “Giving joy to all customers by providing them with truly genuine and high-quality products and our friendly hospitality.” Therefore, in order to fully satisfy our customers’ needs and provide them with some of the finest products and hospitality available in the market, we’ve collaborated with first-class manufacturers and makers in developing and producing superior products.

However, he has realized from his experiences that simply making and selling high-quality products does not encompass the true spirit of customer service and satisfaction. Therefore, at EH Inc., our employees are trained and educated in becoming “Excellent customer service representatives that provide excellent products and hospitality.”

At EH Inc., our employees are obligated to periodically attend seminars and training sessions. These valuable “educational programs” are designed not only for improving their overall work skills and performance, but for helping our employees develop their personal skills that would allow them to provide the ultimate customer service with honesty and sincerity. We believe that these important personal skills are not only applicable to one’s job, but can be transferable in any circumstances or situations, and will truly benefit one’s way of life.

Our founder believed that it is very important to educate and develop our employees into becoming positive role models in society, “excellent humans” who are committed to providing the best customer hospitality and making a difference in Japan and the world. We value our customers foremost, and we intend to continue growing into a company that surprises and impresses everyone around the world.

History Timeline

- 1964 May Established in Sakai City, Osaka Prefecture
- 1969 August Officially institutionalized as a corporation
- 1974 March Established the Group company, Mayusho
- 1978 June The Miyazaki Training Center is established
- 1981 December Established the Group company, Excel World Tours
Began collaborating with France Bed
- 1984 June Began collaborating with Mitsui & Co, Ltd in producing our longtime best seller, *Kenko-Ichiban*.
- 1984 August The Head Office Building is completed
- 1985 October The Honolulu Guest House in Hawaii is completed.
- 1990 August Opening of the Art Plaza in Tokyo
- 1990 December Contract with Kyocera
- 1992 April Established the Group company, Kyoto Four Seasons
- 1994 May The Arizona Guesthouse in Scottsdale, Arizona is completed
- 1995 April Established the Group company, EH World Inc. in San Francisco, USA
- 1997 May Established the EH Tokyo Office
- 1998 January Established the Group company, Summerwood Inc.
- 2001 March Established the EH Sapporo Office
- 2001 May Became an official sponsor/partner of the Japan Olympic Committee
- 2001 May The Kyoto EH Building is completed
- 2001 June Opening of the Summerwood Winery & Inn in Paso Robles, California
- 2001 September Established the EH Group company, EH Brewery
- 2001 October The 2nd Office Building of EH is completed
- 2002 December Opening of Winning Hall Hotel in Hakodate
- 2003 January Established the Group company, EH Interior Corp
- 2005 February Established Excel National Bank in Beverly Hills, California
- 2005 September The 3rd Office Building of EH is completed
- 2006 June Opening of Cho-unan & Koukyuan
- 2006 September Established the Shanghai Office
- 2007 May The complete reproduction & conservation of the *fusuma-e* (painted-sliding wall panels) inside the *Jukoin* of Daitokuji Temple in Kyoto
- 2009 April Start a collaboration with industries and universities
- 2013 May Established the EH Group confectionery factory in Wakayama
- 2014 May Celebration for 50th anniversary of EH Inc.

Company Fact Sheet

Name: EH Inc.

Established: May 15, 1964

Address: Head Office: 2-1 Kita-Koyocho Sakai-ku
Sakai City, Osaka Prefecture 〒590-8585

Telephone: +81-072-223-1111

President : Setsuko Fukae

Capital Stock: 100 million yen, 5.1 billion yen (Group capital)

Industry: SPA (Specialty Store Retailer of Private Label Apparel)

Major Clients: Teijin Limited, France Bed, Zojirushi
Corporation, NH Foods, Tokyo Marine & Nichido
Fire Insurance Co. Ltd.,

Website: <http://www.eh.com>

Our Products

In Japan, EH Inc. is officially recognized as business organization that operates in the “SPA Industry.” SPA stands for “Specialty Store Retailer of Private Label Apparel” and refers to businesses that collaborate with third-party manufacturers and makers in producing original products or hospitality which are then directly sold to customers through venues owned and operated by the businesses. In the United States, the SPA industry is more commonly known as “Specialty Apparel Retailer”, “Brand Product Marketing Company”, and “Direct Selling” .



“To provide our customers with truly genuine and high-quality products.”

This is our vision and business practice. We truly value our customers and are committed to providing the best possible hospitality whatever way we can. Therefore, we feel that it is our obligation to offer not only the *best*, but the *right* products that would truly meet & exceed every customer’s expectations.

We’ve collaborated with top-class manufacturers and makers in Japan, as well as the United States and China, to conceive, develop and produce revolutionary genuine products that are second- to-none in the market. In addition, our subsidiary companies have been producing highly-acclaimed and award-winning products that further exhibits the spirit of EH Inc’s commitment to excellence.

Some of Our Products



Our premium wine from Summerwood Winery



Natural Soup Powder



A tradition of excellence:
Our Japanese sake & spirits



Our health supplements:
Kinji-so in Kanazwa



Our first-class Chinese rugs



Our long-selling Kenko-Ichiban mattress

Our Stores

“Demo-Infomercials”

Through an innovative and exciting business model called, **“Demo-Infomercials”**, which was designed and perfected by the founder himself, we directly sell these genuine and high-quality products to our customers at our specialized stores that constantly change locations, moving from town to town, city to city. Instead of staying in one location for a long period of time, we feel that by moving our stores, we have a better opportunity to meet more people and provide them with our products and services.

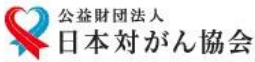
Through “Demo-Infomercials,” our highly-trained and attentive sales representatives thoroughly explain the benefits of our products through engaging and entertaining presentations & demonstrations. Striving to “be the best company in terms of customer satisfaction” they continuously dedicate themselves in providing warm and hospitality, as well as building precious and lasting relationships with all our customers.



Our Corporate Responsibilities

Whether through our business practices or through our social contributions, we believe that it is our moral obligation to make a difference in the lives of many in our local communities as well as the world. To build a society where every individual has the opportunity to excel to one's fullest potential: that is our ultimate goal.

PHILANTHROPY ACTIVITY | ユニセフ : 国際連合児童基金



EH and EH Group companies have been continuously supporting UNICEF and is a recipient for the frequent contribution award through our hearty donations. EH Inc. has continuously supported UNICEF, a key player in building a world where all children can be cared & nurtured.



Receiving requests from cultural foundations in Kyoto, EH Inc. has successfully reproduced the National Treasures inside the *Jukoin* of *Daitokuji* Temple in Kyoto, the *Fusuma-e* (painted-sliding wall panels) painted by the great masters, Kano Shoei & his son, Kano Eitoku, using state-of-the-art digital technology. The originals were moved to the Kyoto National Museum, where they will be conserved & stored for a very long time.

Our Contact Information



We're always open to new business ideas and opportunities and we look forward to hearing your feedback and requests.

Contact Info:

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