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# HIRAI

### Denkeiki Co., Ltd

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In 1921, Hirai-Denkeiki Co.,Ltd was Established as the **Oldest Epoxy Resin Mold Transformer** Manufacturer in Japan.

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South China Morning Post

■ JAPAN

# TRANSFORMER EXPERT HIRAI DENKEIKI THRIVES WITH CENTURY-OLD EXPERTISE IN EPOXY MOULDING TECHNOLOGY

**A**lmost 100 years ago, Hirai Denkeiki pioneered epoxy moulding technology for the manufacture of transformers. Today, the Kyoto-based company continues to thrive with its proprietary "super" technology that is relied on by an expanding customer base consisting of Japan's leading power generation companies and electric utilities along with prominent manufacturers across industries.

"The sustainability of our business is anchored in our century-old expertise," says Takaya Hirai, president. "We also attribute our success to keeping our company family-owned, which allows us to make quick decisions and focus more on ensuring customer satisfaction."

Starting in 1921 as a supplier of indicating instruments and meter transformers, Hirai Denkeiki has created a solid reputation for supplying high-performance current transformers that are noted for lasting 30 to 40 years as compared to traditional transformers' 15 years. After its release of Japan's first small-sized, high-precision wound magnetic core window-type current transformer in 1958, Hirai Denkeiki has progressively expanded its portfolio of ultra-precise current transformers and has also unveiled general-type voltage transformers, auxiliary current transformers, coupling transformers, and transformers for extra high voltage. Additionally, the company custom-designs transformers for any purpose,

such as for low and high voltage or frequency, for extra precision and for general use. "We see ourselves contributing to the safety and security of society by helping prevent electricity-related accidents in facilities where our epoxy mould transformers are installed," Hirai says.

Hirai Denkeiki continues to refine its expertise to create environment-friendly transformers that are lightweight and smaller in size, while delivering higher performance. The company has also begun exploring the possibility of incorporating light-emitting diode technology, and is open to joint research and development projects to develop new applications and products.

Domestic sales account for about 90 per cent of the company's revenues, with several big-name clients as part of its established customer base. Beyond Japan, Hirai Denkeiki has secured sizeable projects, including the supply of precise current transformers for an installation in Malaysia and the development of a zero-phase sequence current transformer for a project in Thailand. Hirai Denkeiki has also carved out a presence in China and South Korea through sales agents.

"Our goal is to increase the share of overseas sales from 10 per cent to 30 per cent," Hirai says. "We believe the opening of our new factory this year, which will increase our capacity threefold, will play a major role in achieving this target. We also hope to find more quality-minded distribution partners to help boost our sales and cultivate business opportunities abroad."



Takaya Hirai, president