Company Profile
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NAKANISHI INC.
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Since it was established in 1930, NSK has provided a wide variety of products in the dental field, based on core ultra high-speed rotational technologies. Besides, NSK has expanded its businesses to seek opportunities related to general industrial applications and surgical instruments by applying these technologies.

NSK’s aggressive overseas marketing since the 1960s has led the company to be active internationally. Recognized in 130 countries around the world, NSK derives over 75% of revenues from overseas sales. The company now has overseas subsidiaries and representative offices in 11 countries, which provide an integrated operating system covering major markets worldwide.

In recent years, NSK has been promoting branding activities with the objective of developing the NSK corporate brand in the dental field as the leading global brand. Company-wide innovation has been encouraged to establish a structure worthy of a top global brand, which has a comprehensive product lineup, sophisticated design values, exceptionally high quality, high cost competitiveness, an extensive global sales network and guaranteed customer service. All of our efforts focus on providing superior value that exceeds the expectations of customers.

NSK will continue to enhance its global sales network in over 130 countries as it aims to be internationally recognized as the top brand in each product category of dental, general industrial and surgical instruments.

We aim to be true to our corporate philosophy of “Contributing to the well-being and welfare of communities through creativity, while developing relationships globally.”

Eiichi Nakanishi
President & C.O.O.

NSK Handpieces are powerful partners. NSK handpieces are powerful partners of healthcare professionals. Like an extension of a doctor’s hand, an NSK handpiece allows precise control during a medical procedure.

NSK handpiece and the Human Hand — Powerful Partners — They are inseparable.
Providing durable and elegant, yet competitively priced products has been NSK’s philosophy since it was established. NSK consistently provides quality products that deliver high levels of customer satisfaction. We achieve this by reflecting market needs in the development process in a timely way based on our core technology of ultra high-speed rotation.

Our customer-oriented approach is supported by in-house production of over 75% of parts, and integrated services from development and manufacturing to sales.

Rapid product development, flexible production systems, and global sales network combine organically to create a structure under which our philosophy has been maintained consistently.

Our products for dental and surgical applications support frontline medical institutions and individual health care. Moreover, our general industrial products, such as industrial equipment for precision molding and abrasive finishing, contribute to providing convenience and choice in people’s lives.

We always think how our products can satisfy and impress our customers. NSK’s employees work constantly to create new value, while adhering to our core philosophy. Their pride and enthusiasm are backed up by superior technologies and state-of-the-art equipment. As a group, they are the driving force behind improving value and developing unique products.

Through an integrated approach to product development, manufacturing and sales, NSK continues to deliver products that satisfy customers’ needs in three business segments — dental, medical and industrial applications.

philosophy

Delivering functionality and value to customers
Dentistry is going through major changes that include an increasing awareness of preventive treatment, expansion of new medical concepts such as minimal intervention, and the rapid diffusion of implant treatments. To keep pace with these changes, NSK continuously provides useful new products in timely measures in both traditional and new treatment fields.

NSK pursues new growth opportunities by expanding its product lineup through aggressive research and development, based on innovative products including an ultrasonic scaler and a tooth polisher, which play central roles in preventive treatment. In the surgical field, NSK also contributes to increasing the efficiency of implant treatment by developing bone-cutting instruments that apply ultrasonic technologies.

NSK has successfully combined years of knowledge and experiences accumulated as a specialized handpiece manufacturer to establish mass-production technology for an all-titanium body, which had been considered to be unworkable. We have established a framework for consistently providing lighter weight products with excellent operability and durability, as well as user-oriented ergonomic grip designs. Moreover, NSK is a leader in the manufacture of air turbines with its original integrated shaft bearing (inner race and the rotor shaft are unified), achieving vibration-free and silent operation, prolonged lifespan, and high accuracy.

With technologies accumulated over a long period for electrical drive circuits, NSK’s high-precision micromotor, which is a core technology, achieves stable torque control and smooth rotation over a wide speed range from ultra-low to high. The technology has earned a global reputation, and made a great contribution to patient care in various dental fields such as implant treatment, dental laboratory techniques, general dental treatment, and endodontic treatment.

To further enhance customer satisfaction, NSK will continue to explore new fields of dental treatment through technological innovation.

**Challenging new dental fields with innovative ultra high-speed rotary technologies**
Rotational speed and torque are often used as standards for comparative evaluations of surgical micromotors. Such figures are important, however, we think what really matters is performance, which cannot be fully described numerically. NSK aims to develop tools that allow healthcare professionals to focus on delicate surgical procedures, with ergonomic designs that fit comfortably in their hands and transmit their intentions promptly and precisely to the target site, and a sensitive handpiece tip that can respond to and track their delicate hand movements.

Primado is our first surgical product, which applies a user-oriented philosophy to the design of surgical instruments. It has various advantages such as an ultra-thin attachment and a flexible tip, which can be bent to the appropriate angle according to the surgical site. Actually, it is difficult to show all the advantages of Primado using photos and descriptions alone. Thus, we recommend that you take it in your hand and experience the advantages for yourself.

Primado supports not only neurological surgery, but also various fields including otorhinolaryngology, orthopedic and plastic surgery, and oral surgery. NSK will continue to be committed to developing innovative products for use in more advanced surgical procedures.
In 1982, NSK commenced production of products applying high-speed rotary technologies, which had been accumulated in the dental field. The first product brought to the market was a precision micro-grinder for manual procedures such as grinding, polishing, and deburring precision moulds and delicate parts of jewelry. Its high quality was soon recognized in the market. The grinder is now used in various procedures requiring high precision and accuracy, which have become our strengths in the general industrial field.

In the 21st century, more compact and higher performance products such as PCs, audiovisual equipment, and mobile phones have led to stronger demand for higher precision, higher density, and more compact parts. Moreover, ultra-fine-processing techniques are required to produce these parts in large quantities—efficiently and with higher quality. Responding to these market needs in timely measures, NSK successfully introduced a compact electronic spindle, which delivers ultra-high-speed rotation and high precision. As a leader in this field, NSK has been making great contributions to product creation in developed countries. Currently, spindles for ultra-finishing, which are required in various processes, support the manufacture of parts of a wide range of products. Applications of NSK spindles include finishing precision rotary parts of HDD motor drums, mould-making for digital camera lenses, processing endoscope precision parts, moulding bodies of mobile phones, punching printed circuit boards, and polishing automobile engine fuel injection nozzles. These familiar products are supported by NSK’s ultra-finishing technologies.

NSK has also developed a faster and higher precision spindle to address the needs of the nano-world. The results were recognized when NSK’s Ultra high-speed air turbine spindle ABS-1200 received the Nippon Brand Award at the 4th Monozukuri (Innovative manufacturing) Parts Awards sponsored by NIKKAN industrial newspaper in 2006. NSK will continue to research and develop ultra-fine-finishing spindle technologies to meet market needs in the field.

NSK changed the logo used for industrial products to create a new symbol for its expanding industrial business in 2007.
Users voice are always reflected to products development

We think ideas for innovative engineering developments can always be found at the places where products are used and in requests from users. NSK sets themes for new product development by referring to valuable information from end-users in various fields — such as dentists, surgeons, and production engineers — making best use of our global sales network.

NSK has established an integrated system to complete all development processes internally, aiming at shorter lead-times and timely delivery to customers. One recent trend has been for products that integrate mechanics and electronics, and NSK has a group of engineers who can respond promptly to market needs.

NSK has also various state-of-the-art test facilities for promoting timely research and development. For instance, the “Electro Magnetic Compatibility (EMC) standard”, which is stricter than that for general household appliances, is applied to medical instruments. NSK has in-house EMC test facilities, which make major contributions to shortening development periods.

In addition, NSK is addressing new technical fields, while continuously improving core technologies — high-speed rotary and ultrasonic technologies. One of the important roles of the R&D group is to be sensitive to development trends and new technologies in other fields, and to explore possible applications in the medical field.

Our most important mission is to consistently introduce useful new products to the world with the pride of a manufacturer.
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production

NSK acquired ISO9001 certification in 1997 and established world-class factory management systems. State-of-the-art CNC machines are added every year, and now more than 100 CNC machines are running 24 hours.

A new factory (CNC factory) has been established alongside the head office.

NSK's quality meets users' high expectations

"Quality is created through processes" — This is the basic philosophy for product creation NSK has followed since it was established. Take a dental handpiece, for example. It integrates as many as seventy precision parts. If any one of these is not finished as designed, the final product cannot deliver the appropriate performance. Each part goes through an average of six to eight processes before completion, and even one error in one process can cause a defect. NSK constantly offers high-quality products, having identified the following points as being crucial to success — each worker should bear responsibility for quality in all processes, no defects should be allowed to be passed on to the next process, and 100% quality should be guaranteed.

NSK's emphasis on creativity can be seen in the fact that over 85% of more than 17,000 precision parts are manufactured in-house. In particular, we are so confident about our technologies that all tools and test equipment as well as special equipment, required in each process are designed and manufactured internally. This is backed up by our solid conviction that the quality of final products is guaranteed by a production line that ensures stable supplies of all precision parts with an accuracy to the micron-order.

In 1995, a CNC (Computerized Numerical Control) plant for turnery was added to boost machining accuracy, as well as production efficiency and capacity. NSK is dedicated to employing the highest level production lines. Furthermore, workers improve their skills day by day, and the skills of experienced workers are passed on through comprehensive on-the-job training in each process.

NSK confidently offers internationally approved high-quality products, which are based on unique high-precision processing technologies with a 70-year tradition of creativity and state-of-the-art production facilities.
Developing a global network worthy of a leading brand

Our products are recognized in over 130 countries, where their high quality and reliability, and excellent cost competitiveness are highly valued. NSK derives approximately 75% of revenues from overseas sales, and has entered into an intensively competitive global market. To grow as a leading global brand, we believe it is essential to construct functions that act as arms, legs, ears, and eyes (respectively) for us in the major markets of the world; that means a strong sales structure, information collection system, and high-quality services to improve customer satisfaction. For that purpose, NSK has expanded its global marketing network to have overseas subsidiaries and representative offices in 11 countries.

In the European market, where we compete with some of the world's leading manufacturers of dental instruments, we established NSK Europe GmbH in Frankfurt, Germany in 2003, NSK France SAS in Paris, France in 2005, and NSK United Kingdom Ltd. in London, UK in 2007. Supported by these bases, we have achieved large increases in sales and enhanced our brand value through aggressive marketing activities and branding strategies.

In the Middle East region, we established NSK Middle East representative office in Dubai, UAE in 2000. Furthermore, we established NSK Shanghai Co., Ltd in 2005 as the core base for rapidly growing China, followed by NSK Rus & CIS representative office in Moscow, Russia and NSK Oceania Pty., Ltd in Sydney, Australia in 2007. We have been developing a structure that responds to various local needs in a timely manner. At the same time, NSK has built a competitive sales network in other countries, by strengthening partnerships with local sales agents.

These regionally based direct operations offer the tangible advantages of reduced lead-times and superior follow-up services. Not only that, but regionally based sales activities also create a virtuous circle of more reliability for end-users and increased customer loyalty for the NSK brand.

NSK will accelerate overseas business expansion by making best use of its global sales network.
Environmental responsiveness is also a critical part of quality.
history

1930 Keiichi Nakanishi establishes Nakanishi Seisakusho in Kanda Toshima-cho, Chiyoda ku, Tokyo, to manufacture and sell dental rotary equipment; contra-angle handpieces.

1945 The company moves to Kameido eri, Tochigi.

1951 The company is reestablished in Kamihinata, Kamuraito.

1953 Manufacture of Dental handpieces for dental care begins. As the business expands, the company is incorporated and its name is changed to Nakanishi Shika Kikai (NSK) Seisakusho, Ltd.

1957 Independent sales of NSK brand decomposable KN Contra begins.

1959 Manufacture of dental air turbine begins.

1961 Following the launch of mass-production for air turbines, super high-precision production facilities are established to respond to a dramatic increase in the variety and quantity of products sold. A Tokyo office is established in Shinjuku to improve customer services.

1971 Overseas exports of NSK brand products begin by an original route, with an overseas sales department established within the company.

1975 Following the launch of mass-production for air turbines, super high-precision production facilities are established to respond to a dramatic increase in the variety and quantity of products sold.

1979 Overseas exports of NSK brand products begin by an original route, with an overseas sales department established within the company.

1981 The company is reorganized into a corporation, and is renamed Nakanishi Dental Equipment Manufacturing Co., Ltd.

1982 Manufacture and sales of industrial ultra high-speed rotary equipment begin.

1984 NSK America Corporation is established in Chicago to promote sales and service in the U.S. and service networks.

1989 Second plant (current C-wing) opens in Shimohinata, Kanuma-shi (location of the current headquarters) to reinforce production facilities in response to an increase in the variety and quantity of products.

1990 A new building (current A-wing) is added to the Shimohinata plant.

1993 Dog Head System wins the Applied Technology highest award for its significant contribution to preventing infection in the field of dental treatment in Europe.

1995 Another new building (current C-wing) is added to the Shimohinata Plant to enhance design, development, and production technologies.

1996 NSK Dental Equipment Manufacturing Co., Ltd and Nakanishi Inc. are consolidated to become Nakanishi Inc. to integrate design and manufacturing aiming for improving efficiency.

1997 NSK is growing rapidly, aiming to be a leading global company.

1998 NSK American Inc. is established in the United States as a base for the U.S. sales network.

2001 New building (current B-wing) opens in Shimohinata to reinforce production facilities in response to an increase in the variety and quantity of products.

2003 NSK Europe GmbH is established in Frankfurt, Germany, to reinforce sales and service in Europe. Osaka branch is established to provide sales and services in Kansai area (western Japan).

2005 NSK United Kingdom Ltd is established in London, and NSK Oceania Pty Ltd is established in Australia. A representative office opens in Russia.

2007 NSK France SAS is established in Paris, France, to reinforce sales in Europe. NSK Shanghai Co., Ltd is established in Shanghai, China, to promote sales and service in Asia.

2008 Another new building (current A-wing) is added to the Shimohinata plant.

2009 NSK Clean Head System wins the 4th Monozukuri Parts Awards.

2010 NSK is growing rapidly, aiming to be a leading global company.
companies worldwide

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