

November 12, 2010

Launching our new service

Beginning sales of third party brands alongside MISUMI brand products

In the middle of November, the MISUMI Group Inc. will begin full-scale sales of FA mechanical components under MISUMI VONA, a new service that offers third-party brands alongside MISUMI brand products. Trial operations with select customers have been underway since the middle of April 2010. Now, MISUMI VONA will be made available to all customers. Additionally, we will launch a web catalog search engine called Shunsaku-kun that allows customers to search and compare multiple brands and makes simultaneously. We have begun trial services for FA electronics components in November, as well.

The MISUMI VONA service boasts the largest number of participating manufacturers domestically. The offering of MISUMI brand products alongside third party brands will effectively cover all component areas required to design FA mechanical and FA electronics components.

The instant access to pricing and delivery time information made possible by MISUMI's Web Order System and short delivery times, coupled with our Shunsaku-kun web catalog search engine, will make it possible for users to drastically shorten the time they spend selecting parts, getting estimates and downloading CAD data.

Looking forward, we plan to add other mechanical and industrial genres to the FA mechanical and FA electronics components that will become available. By substantially expanding our lineup and enhancing MISUMI Group services, we will continue to strive to help our customers cut costs and shorten lead times.

Advantages of MISUMI VONA

1. The largest number of manufacturers domestically

- 54 participating manufacturers of FA mechanical components
- 47 participating manufacturers of FA electronics components
- Lineup of 16 million product items (1.72 million from MISUMI, 14.28 million from third parties)

2. WOS: Web Order System

- Our WOS generates estimates instantly, a process that used to require 1-2 days.
- Place orders on Saturdays, holidays and nighttimes.

3. Short delivery times

- One-day delivery on MISUMI inventory. Three-day delivery on maker inventory.

4. Integrated web catalog Shunsaku-kun

- A super high-speed search engine that consolidates product information from participating manufacturers into a web catalog with instant search capabilities.
- Filter searches by product type, specifications, keyword, model number and the like. Compare specifications and prices from different makers.
- Get estimates and download CAD data all in one stop. Dramatically reduces time required by users to get the necessary information.

5. Additional machining service

- Order additional machining work, such as machining the shape and diameter of shaft holes, simply by selecting a model type from our web catalog. Eliminates the need to create machining drawings.
- Takes only an additional two days, thanks to MISUMI's machining know-how. Similar machining work ordinarily adds 3-10 days to the delivery time.

Please direct any inquiries to:
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