

February 1, 2022
Pigeon Corporation

Pigeon Opens Tsukuba Engineering Center—a Hub to Further Develop New Environmentally-friendly Product materials and Manufacturing Technologies

The Pigeon Tsukuba Engineering Center officially opens its doors in February 2022. Built by Pigeon Corporation (Headquarters: Tokyo; President and CEO; Norimasa Kitazawa) inside the company's Tsukuba office in Inashiki, Ibaraki, the Pigeon Tsukuba Engineering Center will be a hub for actively exploring and prototyping productivity improvements and new environmentally-friendly materials and manufacturing technologies, along with training initiatives, with a focus on products in the nursing bottle category.

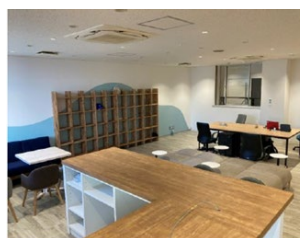
Pigeon's SofTouch® range of nursing bottles, launched in Japan in 2010, sold over 100 million units in the 11 years to 2020, with over 290 million nipples bought by consumers around the world. In 2020, Pigeon had the No. 1 global share of the nursing bottle market, making up 11% of all bottles sold.* In order to maintain stable global production of high-quality products, Pigeon pursues a range of global initiatives targeting every stage in the manufacturing process, from development to production. These include the Pigeon Quality Standard (PQS), a unique design quality assessment procedure based on how customers use products, and Pigeon Productive Management (PPM), a manufacturing management standard to ensure readiness for manufacturing and production.

The opening of the Pigeon Tsukuba Engineering Center is one of Pigeon's measures to secure continued medium- to long-term growth in nursing bottles, a key product category for the company. The facility will allow Pigeon to create new value by gathering knowledge from individual factories about nursing bottle production technology and quality management. Centralizing this knowledge will let the company pursue higher productivity and proactively explore of new environmentally-friendly materials and manufacturing technologies.

Furthermore, through effective use of this facility, not only will Pigeon share production site challenges and *kaizen* (improvement) initiatives with its production centers around the world, the company will also further reinforce its accumulation of knowledge from manufacturing technicians about personnel training and manufacturing technology. This will allow Pigeon to maintain the same high quality for future nursing bottle products and supply them stably to customers around the world.



The TEC logo design symbolizes the flow that connects from production centers and technology to customers



Office Area



The facility in the TEC

*Global Baby Bottles. Market 2021 by Manufacturers, Regions, Type and Application, Forecast to 2026. Global Info Research.
2020 nursing bottle share (price-based)

To leave a rich earth for the future of babies born tomorrow, Pigeon will continue to strive to reduce the environmental impacts, create new social and economic value, and enhance business competitiveness and R&D capabilities.

Reference: Pigeon’s Product Quality and Safety Initiatives

In order to provide babies and families around the world with products that can be used safely and with peace of mind, the Pigeon Group has a unique quality assurance framework focusing on improving **design quality** at the product development stage and **manufacturing quality** at the manufacturing stage.

To maintain and improve design quality, the Pigeon Quality Standard (PQS) codifies Pigeon’s unique approach to and standards for product design, including elements such as safety, ease of use, and durability, from the design stage. Pigeon applies the PQS globally and strives to maintain and improve the quality of products made all over the world.

During production, Pigeon strives for stable quality by managing each factory’s manufacturing facilities and production environment according to Pigeon Productive Management (PPM), a unique standard devised by Pigeon, along with activities such as regular factory audits and the application of Good Manufacturing Practices (GMPs).

These two quality improvement initiatives are overseen via ISO9001 process management, and checked and revised as necessary every six months.

<https://www.pigeon.com/sustainability/quality/>

