

Afghan Women's Fate Under the Taliban

INTERNATIONAL Newsweek®

**CHINA SEES
ISRAELI
TECHNOLOGY
AS KEY TO
ITS BID FOR
GLOBAL
DOMINANCE.
CAN THE U.S.
STOP IT?**

Beijing's Big Bet



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Approaching 60 years of grinding wheel excellence

Since its foundation in 1967, New Registon has garnered a global reputation for producing depressed center grinding wheels of the highest quality.

“Data is the new oil” has almost become a cliché, but when we think of data not just as a mass of figures but also as useful feedback, it’s true that its value becomes clear. One company that is truly dedicated to using this feedback as the cornerstone of its business is Japanese grinding wheel producer New Registon Co., Ltd.

Founded in 1967, New Registon specializes in high-performance grinding wheels for cutting, grinding, and polishing metals. As is often the case with Japanese producers, B2B specialist New Registon’s strength is in the added value incorporated into its products; value that is ultimately derived from its customers.



Kenji Yamauchi, President, New Registon Co., Ltd.



www.newregiston.co.jp/en/

As company president Kenji Yamauchi explains, traditionally it has been difficult for engineers in the grinding wheel industry to obtain feedback from the end users. To combat this, New Registon regularly sends members of its sales teams to visit end users and distributors to gauge any issues or requests. “This has helped us to improve the quality of our products, and it gives us a competitive advantage in this industry,” adds Mr. Yamauchi.

Thanks to this feedback, the company has been able to develop ceramic grinding discs with supplementary pads, as well as its Super Green series. This series

of grinding discs has increased elasticity and provides a softer product for the end users, while New Registon’s electroplating technology adopts the use of synthetic diamonds embedded into a base metal and allows for a hard abrasive grinding force in its Metaridge Burr.

The family company has previously worked with European partners to develop its products, and with a 30% domestic market share, it has expanded its sales network to include the United States, China, Italy, UAE and many more. As this expansion continues, New Registon is always looking for new end-users and distributors with niche needs that the company can meet with its specialized wheels. As Mr. Yamauchi puts it: “While some people may say that only the price matters, we try to add value to our products for our end users.”



Blue Cerac



Super Green Sigma



Osaka headquarters



high crystallinity
Types Of Synthetic Diamond
METARIDGE BURR