

Our Mission

The Daifuku Group revised its management philosophy in October 2021. The new management philosophy, “Automation that Inspires,” expresses our determination to create a sustainable society that enhances well-being, minimizes burdens on the environment and respects human rights, through our core competence—automated material handling technology.

I Corporate policies

Company creed



Hini Arata

Today we are doing better than we were yesterday.
Tomorrow we will be growing ahead of where we are today.

Group Code of Contact

Basic Stance

We will act in accordance with applicable laws rules, regulations, social norms and ethics.

We will place safety as a major premise in all aspects of our business activities.

We will remain committed to the creed of “Hini Arata” as we take on new challenges and make changes for the better.

Management philosophy

Automation that Inspires

Inspire society, deliver prosperity and enhance well-being through our core competence—automated material handling technology.

We will

- 1 strive to realize a sustainable society that minimizes burdens on people and the environment, respects human rights, and encourages responsible manufacturing.
- 2 work together with customers around the world to create optimal smart logistics solutions that incorporate innovative technologies.
- 3 ensure a fair and open corporate culture that respects diversity and allows each individual to excel. Further, we will strengthen our fundamental management practices globally to have a high level of transparency.

Brand message

In line with this development, Daifuku has also changed its brand message from “Always an Edge Ahead” to “Automation that Inspires.”

〈 Daifuku logo and new brand message 〉

DAIFUKU
Automation that Inspires