

Social Report

"What is required of us?" By maintaining constant communication, we will continue to grasp the expectations of society and supply value through our manufacturing craftsmanship.

Customer Relations

Corporate Profile → CSR Activities → Customer Relations (Quality Assurance) http://www.tdk.co.jp/csr_e/csr02100.htm

TDK Quality Assurance

TDK strives to consistently deliver products that truly impress customers through their quality. This means that customer expectations are not only met but regularly exceeded, both with regard to the products and the services that we provide. The key to achieving this goal lies in the quality of our organization and of our human resources. In order to continuously refine and improve these, we enthusiastically engage in the following activities.

Systematic Quality: Activities to constantly assess and refine our organizational structures which are at the very core of quality assurance. Using IT tools to make processes transparent, such as when working out product development roadmaps and compiling database records of past problems.

Human Resource Quality: Company-wide meetings of managers responsible for quality assurance, newsletters and training programs to widely disseminate knowledge of the best practices approach, and other quality drive activities are carried out to foster a thoroughly quality-oriented outlook. This extends to staff members involved in all processes of the company, including development, design, manufacturing, sales, and distribution. At the same time, we are incorporating quality related feedback from customers and from the market into our activities.

Based on our wish that future generations may live in safety and comfort, we are adopting the user perspective and always aim to create and deliver reliable products that are environment-friendly and that generate true customer satisfaction.



Systematic Quality

TQS 9000—Our Proprietary Quality Standard

The TQS 9000 standard is the result of merging the unique TDK quality management system with the ISO 9001 international standards. Guidelines were established in order to ensure uniformly high quality levels in all of our business divisions. The status of operations is constantly checked and diagnosed according to TQS 9000. Now that the TQS 9000 system is firmly established within each business group, so quality audits will focus on improving quality to foster autonomous quality assurance within business groups.

Design review at each stage of new product development

Before any new product is launched onto the market, a variety of quality assurance measures are taken. Above all, design reviews are an indispensable step to realize high quality. A design review checks issues along every step of the design process, from the initial development concept to final prototype, to eliminate quality problems before moving to mass production. TDK has thoroughly reorganized its design review framework and is committed to improving its effectiveness to ensure that new product quality issues are totally eliminated.



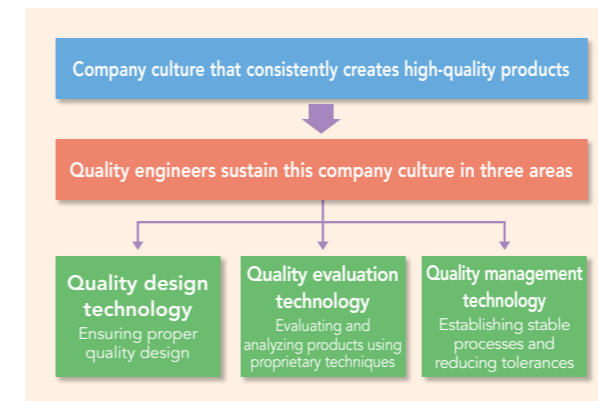
Human Resource Quality

Quality employees are essential to product quality that achieves true customer satisfaction. Whether they are in research and development, manufacturing, or administration, improving quality awareness is a must for all staff members. Customer satisfaction depends on being aware of one's role and responsibilities and applying that awareness in the workplace. TDK fosters quality awareness among its staff members, and also encourages activities that take into account feedback from the workplace that contribute to improving quality.

Fostering and improving the skill level of quality engineers

Quality engineers play a crucial role in promoting quality assurance. Quality engineers must meet the requirements of three quality engineering categories. TDK fosters a corporate culture that consistently works to ensure product quality, strengthens the skills of quality engineers, and trains specialists. In addition, TDK systematically and consistently trains and strengthens the skills of quality engineers so that they have skills that can be applied across the company. This ensures that well-trained quality engineers are always available to meet the needs of each division and the entire company.

Fostering and improving the skill level of quality engineers



Comment from a quality engineer

HDD head quality control is always carried out with the idea of "make it good, make it fast" in mind. Making features reliable and quickly detecting potential problems depends on multivariate analysis and other quality control techniques.

We are dedicated to routinely collecting the latest quality control information and putting it to use in the workplace so that we can "make it even better and make it even faster." Going forward, we are systemizing a database of the unspoken quality expertise of our engineers to make the process of stabilizing product reliability even faster and more efficient. By quickly achieving high-quality products with consistent reliability, we will make the TDK name synonymous with quality among all our customers.



HDD Head Business Division
Data Storage & Thin Film
Technology Components B. Grp
Hiroo Sawada

CS (Customer Satisfaction) Activities Related to Electronic Components

TDK obtains the results of supplier evaluations as completed by its customers. The evaluation ranks the different levels of customer satisfaction, with an "A" indicating that the customer is fully satisfied. TDK keeps track of changes in the percentage regarding the A rank, and passes this information to the relevant division responsible to improve CS.

Note: As for the details, please refer the following URL. http://www.tdk.co.jp/csr_e/csr02100.htm

Comment from a sales staff member

I work in the automotive field. In the automotive field, customers always have high expectations concerning the four factors of quality, cost, delivery, and environmental friendliness. My job is to accurately and quickly communicate to the company what customers want so that factories and business divisions can work together to find a solution. With the aim of achieving the "Blue sky for our children" vision, automobile manufacturers are developing EVs (Electric Vehicles), HEVs (Hybrid Electric Vehicles), and other environment-friendly vehicles. We at TDK share with our customers the dream of better products that help make a better world, and we are convinced that building relationships of trust between our customers and TDK sales representatives and between companies is to stay committed to overcoming the many difficulties of developing and marketing better products. We will continue to share our customers' dream and make it a part of our business operations.



Automotive Sales Marketing
Department
Electronic Components Sales & Marketing Grp
Youji Matsuda

Customer Recognition of TDK Quality

TDK Korea Corporation (sales) and SAE Magnetics (H.K.) Ltd. (manufacturing) received the 2009 Best Partner Award from Samsung Electronics Storage Systems Division.

A manufacturer of hard disk drives (HDD), the Samsung Electronics Storage Systems Division purchases HDD voice coil motors (VCM) and magnetic heads from the TDK Group. The award is in recognition of the TDK Group's success in achieving HDD VCM quality, prompt delivery, and a well-run business operation. The TDK Group remains committed to further improving product quality.