

Mission

The Simple Comforts of Life

We want to popularize soaking in the bath at home.

Noritz was founded on the firm belief of its founder, Toshiro Ota, that “quality baths bring joy to people.”

This was based on his experience of feeling soothed by taking even just a short bath after rigorous training sessions during his time at a naval academy.

Soaking in a bath was a source of joy for him back then, and over time, it became indispensable for people everywhere in Japan. Our goal for 2030 is to spread this joy.

We are determined to go from being the company that provides water heaters to the company that provides “the simple comforts of life.”
Noritz is spreading the simple comforts of daily life.

Vision

Take Our Established Businesses to New Heights

We will deliver our products through different energy sources while enhancing quality and efficiency and minimizing our environmental impact.

Innovate in New Fields

We will endeavor to develop products that bring greater comfort to everyday activities that involve hot water, making these innovations accessible around the world.

Values

Everything Starts from a Challenge

Change Always strive for a higher level and initiate change.

Challenge Lead by action, move forward with determination, and foster trust in the team.

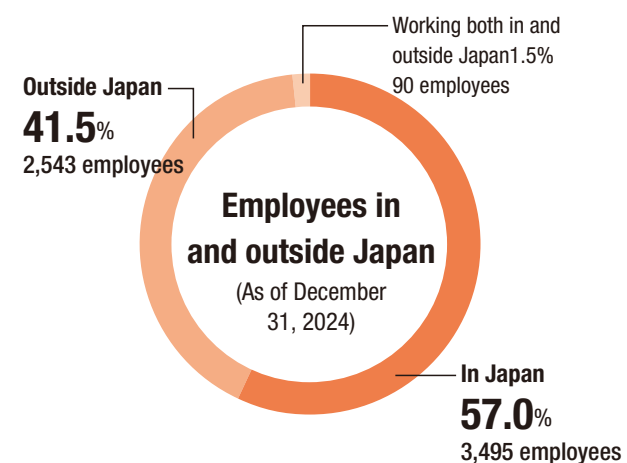
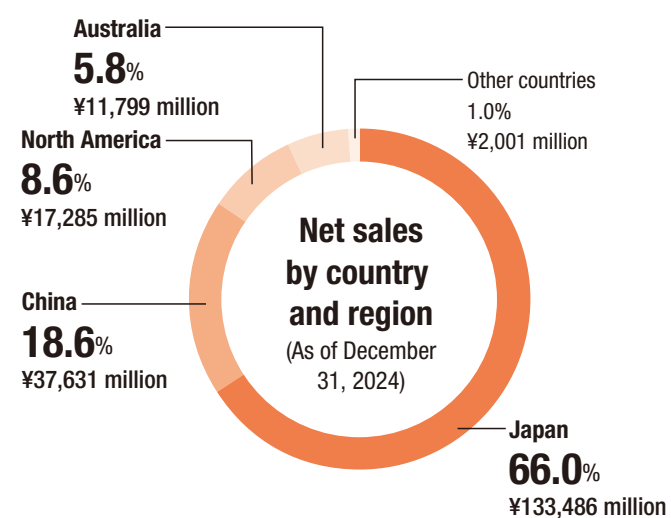
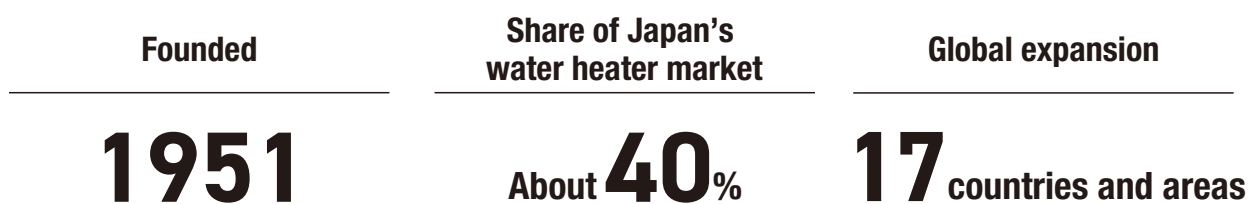
Create Take on challenges, fulfill our purpose, and create new value as we envision the future.



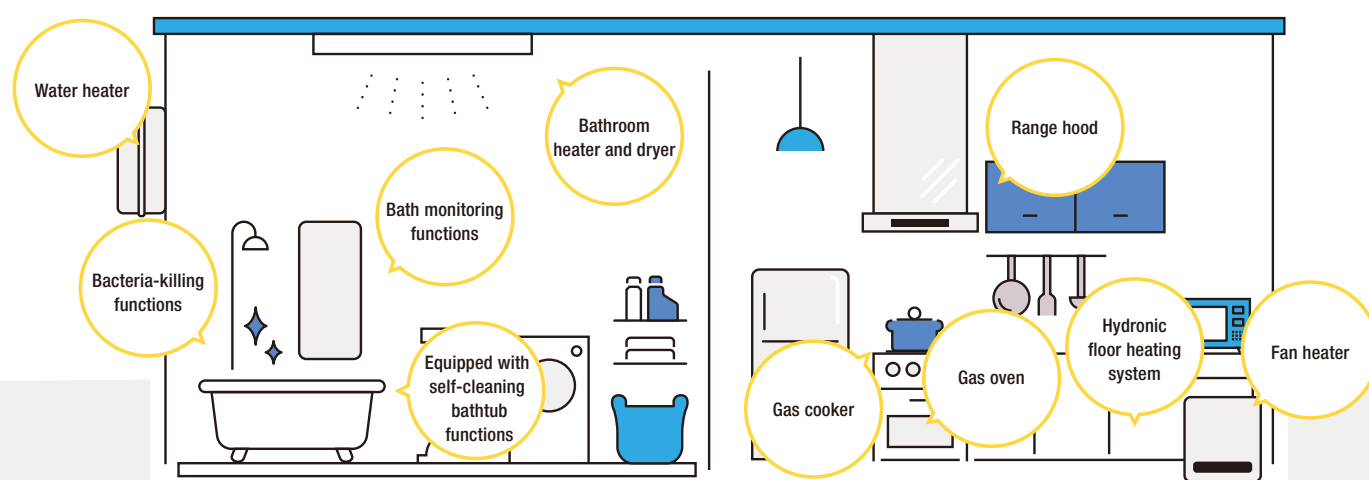
At a glance

—Noritz by the numbers—

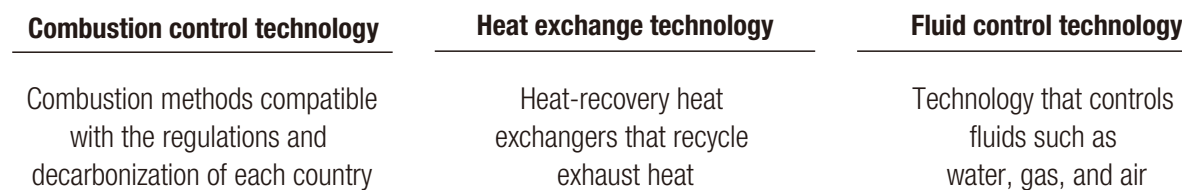
Business



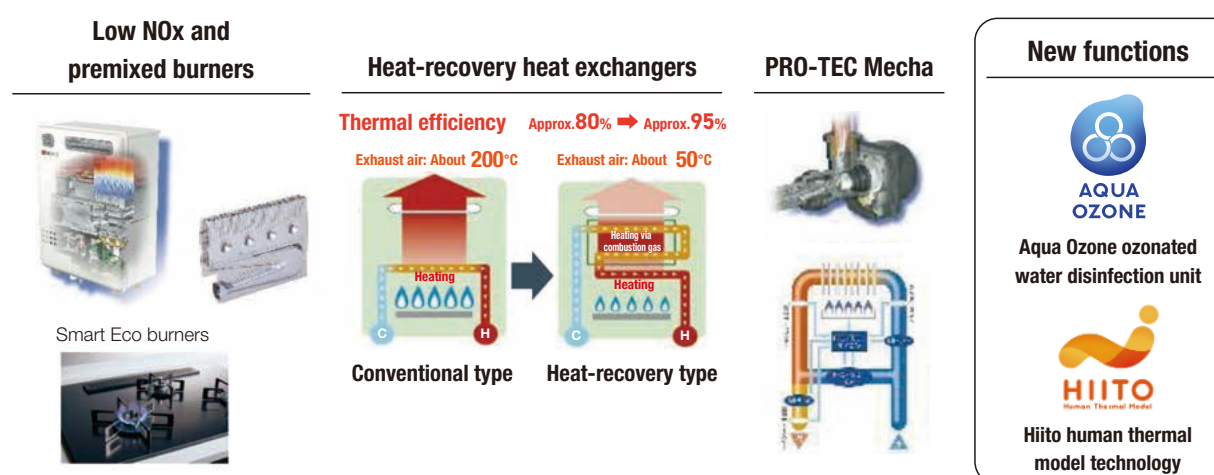
Noritz's household products



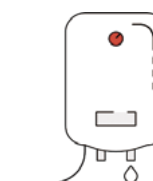
Our core technologies



High added-value technology lineup



Residential-use water heaters and HVAC business



Water heaters, hydronic heating systems, gas fan heaters, gas cogeneration systems, water storage tanks for fuel cells, solar water heaters

Kitchen appliance business



Built-in gas cookers, countertop gas cookers, range hoods, built-in combination microwave ovens

Non-residential business



Commercial-use water heaters, thermal solutions, filtration devices, industrial-use solar power generation systems, repair and maintenance

Places that use Noritz's products

