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

Share of Japan's Founded water heater market

Global expansion

1951

About 40%

17 countries and areas

Customer (user) relationships

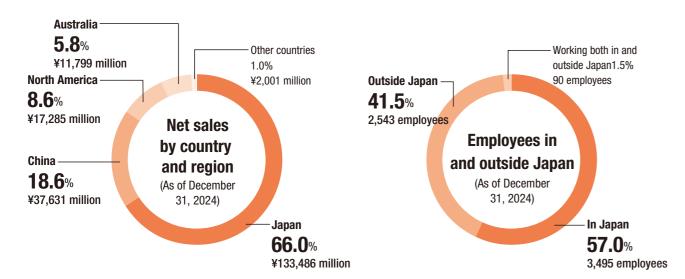
Net assets

Manufacturing companies

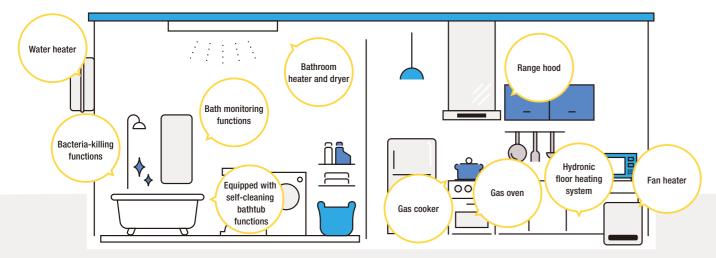
(in Japan)

4.75million ¥136,939million (consolidated)

7 in Japan



Noritz's household products



Our core technologies

Combustion control technology

Combustion methods compatible with the regulations and decarbonization of each country

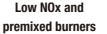
Heat exchange technology

Heat-recovery heat exchangers that recycle exhaust heat

Fluid control technology

Technology that controls fluids such as water, gas, and air

High added-value technology lineup





Smart Eco burners



Heat-recovery heat exchangers

Conventional type Heat-recovery type

PRO-TEC Mecha





AQUA OZONE **Aqua Ozone ozonated** water disinfection unit HIITO

Hiito human thermal model technology

New functions

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 Spa facilities Fitness clubs Hair salons **Factories** Social welfare Hospitals Hotels and Agricultural Restaurants