



# *Design Your Flame*

COMPANY PROFILE

**SAROME**  
TOKYO

## Factory information

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### Japanese Factory

SAROME JAPAN has CAD/CAM system, NC machine, electric and wire cutting, press machine and all lighter test equipment in the head office. This enables the new developing and quality control from project to production.

### Fuzhou Factory

Under the direction of Japanese factory over 20 years, the quality of products are equivalent to Japanese factory. All work process has produced in Fuzhou Factory. Over 100 craftsmen are working at Fuzhou SAROME with SAROME SPIRIT. This is why we can keep top quality.

## Slogan

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### ***Design Your Flame***

## Production and distribution of smoking goods and accessories

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Acceptable high quality production small lot or low price productions and high volume production. We can offer best price with top class technology and high quality control.

<Main business>

Production and distribution of private brand - SAROME, SRM

OEM/ODM for brand business

OEM/ODM for premium business

<Line of goods>

Lighter, USB lighter, Pocket ashtray, Table ashtray

Gas bottle, Flint stone, Cigar cutter, Cigarette case,

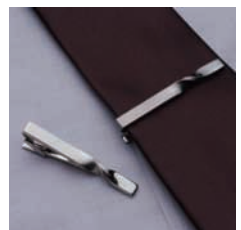
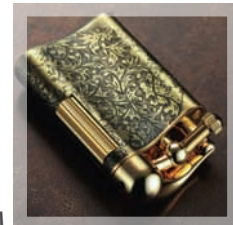
Money clip, Cuff-links, Card-case, Key-ring,

Tie-bar, USB memory etc.

<Main market>

Japan, China, France, Germany etc.

We have over 30 distributors in world.



# Company Profile (Japanese factory)

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Corporate name	SAROME Co., Ltd Head Office (a.k.a. Miyama factory)	
Address	8-17-1 Miyama, Funabashi-City, Chiba Pref. 274-0072 Japan	
Information	TEL : +81-47-475-1473 FAX : +81-47-478-6415 URL : www.sarome.com E-mail : distribution2@sarome.jp	
Established	1952	
Since	1940 Head Office (a.k.a. Miyama factory)	
Capital	50,000,000.- in Japanese Yen	
CEO	Soichi Segawa	
Officer	Chairman	Takaaki Segawa
	Director	Kazuhisa Segawa
	Director	Takeshi Matsumoto
Number of employees	29 ( Except group company , employees as of September 30, 2012 )	
Site area	2,494m <sup>2</sup>	
Business content	Production and distribution of smoking item and Accessory Provide OEM/ODM production	
Access	The nearest airport is Narita international airport. From Narita airport to Japan head office is approximately 60 minutes by car. From Narita airport to Tsudanuma JR station is 60 minutes by train. From Tsudanuma JR station to Japan head office is approximately 15 minutes by bus.	

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※SAROME (FUZHOU) SEIKI CO., LTD.

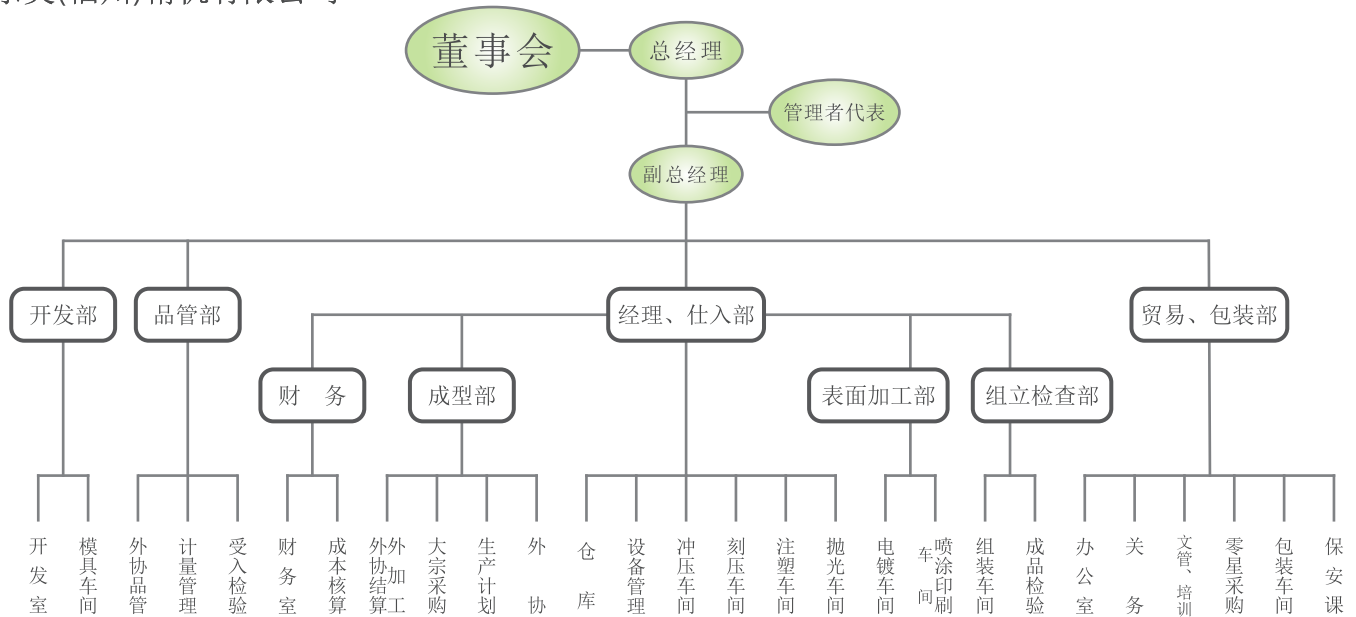
# Organigram



## Group company profile (Fuzhou factory)

Corporate name	SAROME (FUZHOU) SEIKI CO., LTD. 沙乐美(福州)精机有限公司
Address	RUJIANG INDUSTRIALVILLAGE, KUAIAN EXTENDED AREA,FUZHOU ECONOMIC & TECHNOLOGYDEVELOPMENT ZONE,FUZHOU, FUJIAN, CHINA 福州市经济技术开发区 快安延伸区儒江村工业小区B座
Contact	TEL :(+86) 591-83970781 FAX:(+86) 591-83976826
Since	1993, A wholly owned subsidiary and under complete management of Sarome Co., Ltd. Japan
General manager	Takeshi Matsumoto
Number of employees	160 (As of July 2012)
Site area	4,500m <sup>2</sup>
Certification	ISO9001 PSC (LIGHTER)
Main Producing department	Pressing, Molding, Zinc die-casting, Plastic injection, Polishing, Engraving, Coating, Painting, Printing, Assembly

## 沙乐美(福州)精机有限公司



## History

- 1940 The Sarome founder, Mr. SEGAWA Kunijiro started mechanical press work.
- 1948 Became a manufacturer mainly for precise toys and cigarette lighters.
- 1952 A Segawa Manufacturing Company established to start operation of manufacturing cigarette lighters.
- 1954 As the first in Japanese lighter industry, the company was designated as an approved manufacturing plant by permission of Japanese Industrial Standard Committee under License No. JIS 2868.
- 1955 Commenced production of cigarette butane gas lighters.
- 1959 Became a specialist for manufacturing cigarette butane gas lighters.
- 1960 Miyama manufacturing plant was built at 736, Miyama Cho, Funabashi, City to accompany the expansion in production.
- 1961 Repletion of Sarome brand establishment for sales both in domestic and international markets.
- 1963 To increase the Sarome brand image in sales both in domestic and international markets, the company name was changed from Segawa Manufacturing Company to Sarome Lighter Co., Ltd..
- 1963 Developed safe-control butane gas table lighters and wireless battery table lighters, as the pioneer in the lighter industry.
- 1966 Developed electronic piezo lighters.
- 1969 Established one-country-one-distributor system as basic policy in international markets.
- 1969 Developed and produced electronic piezo table lighters.
- 1972 Affiliated sales office Sarome Lighter (HK) Co., Ltd. was established in Hong Kong. Sarome sales network set up in 73 countries.
- 1974 Developed battery lighters. Sales commenced.
- 1978 Developed I.C.(Intergraded Circuit) battery lighters. Sales Commenced.
- 1980 Licensed with Renoma Paris for design technical cooperation to produce Renoma products for sales distribution in Japan.
- 1984 A sales department, Sarome Co., Ltd. was founded to develop and sell writing nstrument, accessories etc., besides cigarette lighters.
- 1986 First in the world succeeded in development of a truly windproof catalyzed jet flame turbo lighter.
- 1988 Sarome Lighter Co., Ltd. and the sales department Sarome Co., Ltd. were merged to unify development, production and sales strengths for cigarette lighters, writing instruments and accessories.
- 1992 A joint-venture factory (70% owned by Sarome) named Hualong Sarome Co., Ltd. with Nanjing Armed Force was established in Fuzhou-China to supply the demands for middle class products.
- 1993 A wholly owned manufacturing plant, Sarome (Fuzhou) Seiki Co., Ltd. was established in the Economic Free-Zone in Mawei, Fuzhou, China.
- 1994 For product diversification and creation of variety, license of Renoma as previously stated, UP-Renoma, Michiko London, Montana, Carven Paris, Playboy were obtained to develop and distribute on world-wide basis.
- 2000 Founder of Sarome, Mr. SEGAWA Kunijiro passed away at age of 82.
- 2008 Re start to production and distribution about SAROME accessory
- 2011 start to production and distribution USB lighter.
- 2011 Fuzhou SAROME pass the examination and inspection PSC (lighter). Description of Conformity Certificate based on technical standards of the Consumer Product Safety Law METI specific products.



**SAROME**  
TOKYO