



The JOBA horseback-riding fitness machine

Facial ion steamer nanocare
Esthe Jeune



High-output, high-color rendering LED unit for lighting



MEW AND PANAHOME

MEW

MEW manufactures, sells, installs and provides services related to a wide variety of products. These include electrical construction materials, home appliances, building products, electronic and plastic materials and automation controls.

In fiscal 2007, MEW recorded sales gains for a number of products in electrical construction materials. In addition to a substantial increase in sales of home fire alarms, MEW saw strong sales of security equipment such as room access control systems, as well as atmospheric lighting and highly efficient lighting fixtures. In building products, sales of all-electric homes and interior furnishings such as modular furniture were robust, as were those of exterior finishing materials such as photocatalytic self-cleaning cladding. The A La Uno toilet, featuring a fully automatic cleaning system based on new materials and a new washing method, also proved popular with customers. In home appliances, amid rising public interest in health and beauty, MEW reported particularly strong sales increases for the JOBA horseback-riding fitness machine and aesthetic products. MEW also posted higher sales of environmentally friendly semiconductor

encapsulation materials and multilayer printed circuit board materials in the electronic and plastic materials business, and factory automation-related products and automotive devices in the automation controls business.

Going forward, MEW will cultivate and strengthen demand-creating products in response to social trends such as those relating to environmental protection, energy conservation, security and health as it works to provide total solutions that realize comfortable living for its customers. Centered on electronic and plastic materials, automation controls, and lighting devices, MEW will reinforce its overseas strategy with a particular emphasis on China and other countries in Asia.

Specifically, in April 2007, in its electrical construction materials business, MEW acquired Anchor Electricals Private Ltd. (AEPL), one of the largest suppliers of electrical construction materials in India. MEW plans to use AEPL's powerful brand and extensive sales network to expand its business in India.

The Eco-life home “SOLANA Bianca” is designed on the concepts of health and comfort



PanaHome

PanaHome’s operations are primarily focused on detached housing, asset and property management, and home remodeling. In all these businesses, to provide living spaces that are friendly to both people and the environment, the company’s product strategies are guided by the basic “Eco-life Home” concept, which emphasizes safety, security, health, comfort and high energy efficiency.

In fiscal 2007 in the detached housing business, PanaHome enhanced its lineup of EL SOLANA homes, aiming to realize environments where residents can live in health and comfort by offering a wider choice of equipment and fittings such as solar power generation systems and photocatalytic external wall tiles. The company also launched PanaHome Aging Home, a new type of residence designed for at-home nursing care that emphasizes comfort and makes caring for the elderly easier. In the asset and property management business, PanaHome became the first company in the industry to offer all-electric rental apartment homes, which help to lower maintenance costs.

This was part of overall efforts to strengthen its rental property management support system. In the home remodeling business, the company offered living spaces designed around its “Eco-life Reform” concept and took other steps to enhance its consulting-based sales approach.

Looking ahead, PanaHome will continue seeking to offer homes that are kind to people and the planet by embracing technologies in harmony with the environment, as well as comfortable living environments and spaces tailored to the life stages of customers, thereby ensuring sustainable growth.