Thirty years in Japan: Now Marumoto Struers becomes Struers K.K.

Struers, the materialographic world leader, celebrates 30 years in Japan this year, and the anniversary marks a new global era, as the company is changing its name to make sure its global customers always recognize the Struers brand.

Marumoto Struers K.K., which is part of the world’s leading global manufacturer of materialographic equipment, Struers, is now changing their corporate name to Struers K.K.

The name change happens at the same time as Struers K.K. celebrates their 30th anniversary in Japan.

One brand for global customers
Hiroshi Omori, General Manager of Struers K.K., comments: ‘A great many of our customers today are global companies with divisions in Japan, and we feel that it is increasingly important to our customers that they can always recognize the Struers brand and feel confident that they will receive the same high quality of Struers products, no matter where in the world they are based.’

Fusion of local and global culture
Struers began their materialographic journey in Japan in 1989, when they merged with the former agent of Struers products, Marumoto Kogyo K.K. Out of respect for the original business and its customers for more than 60 years, it was decided to maintain its local identity by retaining a part of the original name.

Now that the business culture in Struers Japan and the global Struers have merged to such a strong degree, it is possible to be aligned with the global brand and still honour and preserve its strong, local identity.

‘Our customers won’t experience any changes in relation to the new name. We will continue to deliver the strong quality products and services that we are known for and according to our values. If anything, our customers will feel an even stronger alignment when they work with us across the borders of other countries,’ says Hiroshi Omori.

The name change from Marumoto Struers K.K., to Struers K.K. is carried into effect on May 1.

For more information: Please contact Maki Hotoda, Marketing Coordinator at: Maki.Hotoda@struers.co.jp or at: Tel.: +81(0)3 5488 6206.
What is materialography?

In the field of materials science, materialography is a method of preparing a specimen surface for analysis by sectioning, mounting, grinding, polishing and etching to reveal the specimen’s true structure. The information revealed by the specimen’s analysis makes it possible to determine whether the material is qualified for the intended application, and to assess and improve the manufacturing process.

About Struers

Struers is the world’s leading manufacturer of equipment, consumables and services for materialographic surface preparation and analysis of solid materials. Our core business is developing, manufacturing and delivering materialographic preparation solutions. Materialographers all over the world recognise Struers as the leading supplier of materialographic equipment solutions of the highest calibre. They benefit from a unique source of knowledge and competencies, enabling them to achieve optimal value from their investment. Struers is based in Ballerup, Denmark, with affiliates in 19 countries. Struers has been operating in Japan since 1989 under the name Marumoto Struers after the fusion with Marumoto Kogyo K.K., which was founded in 1956. From May 1 the Japanese division of Struers will be called Struers K.K. For more information go to: struers.com