

PERSON OF THE YEAR

VOLODYMYR ZELENSKY & THE SPIRIT OF UKRAINE



One-of-a-kind protection



“The reputation of our company has preceeded us and customer satisfaction has been maintained.”

Satoshi Morita,
President, Aicello Corporation

Every company wants to be the very best it can be. For technology-packaging firm Aicello Corporation, the target is to go one step further, by creating products and customer service that are entirely one of a kind. A producer of protective packaging for precision technology manufacturing of process chemicals and components for items such as semiconductors, the company bases its business model around the Japanese concept of *dantotsu* as an essential factor in its growth.

“We have been pursuing niche markets with *dantotsu* products, meaning tangible or intangible advantages over the competition that cannot be replicated,” said Satoshi Morita, president of Aicello. Creating products to keep the most precise components uncontaminated is a delicate task. “Tangible elements are things like product quality, but intangible elements refer to things like marketing, and business know-how. Mixing all these elements into our business is the *dantotsu* concept,” Morita said.