

YKK Group and YKK AP Philosophy

The Philosophy We Cherish

YKK's founder, Tadao Yoshida made the "Cycle of Goodness" the central philosophy of all business activities. Based on this philosophy, and in keeping with the times, Tadahiro Yoshida, the second YKK president and YKK AP's founder, established the Management Principle, "YKK seeks corporate value of higher significance." These are the shared philosophies of the YKK Group, which we continue to cherish and pass on to future generations.

Meanwhile, at YKK AP, the purpose of our existence is that "We Build a Better Society Through Architectural Products," a Purpose that was formulated on the basis of these philosophies.

"AP (Architectural Products)" in our company name embodies the company's founding ideal of "always continuing to pursue the highest levels of art and technology, two elements that have formed the basis of architectural culture throughout history." In addition to the spirit of curiosity and exploration toward art and technology that we have always fostered, we are aiming to create "Architectural Products" that have value in their time period, and thereby help build a better society. Our Purpose expresses these ideals of our employees in words. With these philosophies in mind, YKK AP is taking on the challenges presented by this new era.

YKK Philosophy

Cycle of Goodness®: "No one prospers without rendering benefit to others."



As an important member of society, a company survives through coexistence. When the benefits are shared, the value of the company's existence will be recognized by society. When pursuing his business, YKK's founder, Tadao Yoshida was most concerned with that aspect, and would find a path leading to mutual prosperity. He believed that using ingenuity and inventiveness in business activities and constantly creating new value would lead to the prosperity of clients and business partners, making it possible to contribute to society. This way of thinking is referred to as the "Cycle of Goodness," and has always served as the foundation of our business activities. We have inherited this way of thinking and have established this as the YKK Philosophy.



YKK's founder
Tadao Yoshida (1908-1993)

Management Principle

"YKK seeks corporate value of higher significance."



Seeking corporate value of higher significance, YKK will pursue innovative quality in the seven key areas shown above.

The YKK Group's Management Principle, based on the spirit of the "Cycle of Goodness," is to "seek corporate value of higher significance." We aspire to become a company that is appreciated by our customers, valued by society, and where all employees are able to work with pride and pleasure. As a means to achieve this, we will enhance the quality of our products, technology, and management. In putting these into practice, we always place Fairness at the foundation of all our business activities. This Management Principle was formulated in 1994 by Tadahiro Yoshida, then president of YKK and YKK AP.



YKK AP's founder, Currently Corporate Advisor of YKK and YKK AP
Tadahiro Yoshida

Purpose

*We Build a Better Society
Through Architectural Products*

With a spirit of curiosity and exploration, we develop architectural products of true value that connect people, planet, and the future.
We want to create a better society, while remaining committed to the art and technology that have always been fundamental to architectural culture.

YKK AP's Purpose expresses our desire to be a company that contributes to society through our products and services. That is, to continue to meet the desires of our customers and business partners with the Architectural Products that form the structural elements of houses and buildings. In doing so, we continue to be a company that contributes to customers, business partners, and society at large. While carrying on the ideals embodied in the company name "YKK AP," we aspire to remain an integral and essential part of this ever-changing society.

