

Hitachi is becoming HiKOKI: A new brand with major strengths and lots of experience

Managing Director Yasushi Fukui: “We will keep growing and take advantage of our new opportunities”

Japanese power tool manufacturer Hitachi Koki opens up a new chapter in its over 70 year history. Starting in October 2018, the brand name Hitachi will be replaced by HiKOKI (pronounced: HaiKOKI). “Financial investor KKR purchased all of the shares in our company from our previous parent company, Hitachi Ltd., in the spring of 2017,” says Yasushi Fukui, Managing Director of Koki Holdings Europe GmbH. “This marks the beginning of a new era for which we are well prepared and which opens up many opportunities.” Having said that, Fukui stresses that the company will continue utilising its decades of experience in developing and producing power tools for professional users: “HiKOKI stands for the quality, performance, and innovation professional users expect from our company. None of that is going to change”, emphasises the Managing Director.

Opportunities with new freedoms and possibilities

Fukui sees major opportunities for the Japanese power tool specialist in the future. “Together with Hitachi Ltd. we managed to build a strong and successful global power tool brand. We are going to continue and develop this legacy with great pride in Europe. HiKOKI stands for technologically leading power tools that do a tough job on construction sites everyday and make the lives of builders easier”, Fukui explains. „HiKOKI will follow in Hitachi’s footsteps in Europe and also meet the diverse requirements and different needs of the European power tools markets. Together with KKR HiKOKI is clearly focusing on further growth and wants to give the company new opportunities and freedoms to achieve this goal. “Our European dealers and users in particular will benefit from this strategy. In order to grow, we need to develop exciting products with clear value for our customers – and that’s exactly what we’re working on”, explains the Managing Director.

Vision for technology and quality leadership

The new brand name also underscores these goals. Koki is the Japanese word for industrial machines, and the prefix “Hi” stands for the technology and quality leadership vision of

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the new brand. Hitachi – soon to be HiKOKI – is especially proud of three key strengths: The company's broad, technically outstanding selection of rotary and demolition hammers, its technologically leading nailing guns, and new Multi-Volt battery technology. "Construction companies and tradesmen have always been a key target audience for us", says Fukui. We developed our rotary and demolition hammers for these users. They typically use the most reliable and best brands in the industry." One unique feature at Hitachi / HiKOKI is that not only its cordless rotary hammers offer a brushless motor instead, this technology is also used in corded tools as well. This means the rotary and demolition hammers equipped with brushless motors are essentially maintenance-free, meaning higher productivity through long, uninterrupted use on the construction site.

Its nailing guns also stand out from the competition through important innovations. Hitachi / HiKOKI has succeeded in combining the advantages of pneumatic and battery operated tools in one. Its new generation nailing guns have an integrated high pressure pump, operated with energy from the battery pack. That means the nail guns offer the flexibility and easy handling of cordless tools, while working as quickly and gently as pneumatic nailing guns. This combination is unique on the market.

The same can be said for the company's new Multi-Volt technology that will be introduced in May 2018. New generation batteries from Hitachi / HiKOKI can be operated with 36 or 18 volts. It has the same size and weight as current 18 volt batteries. Smart electronics recognise whether a device designed for 18 or 36 volts is connected, then regulates energy output accordingly. The tools' flexibility is especially beneficial in high-power ranges. The 36-volt tools require half the amperage of 18-volt tools to achieve the same power. Due to the lower amperage, the battery heats up more slowly and can deliver full power longer. The new Multi-Volt technology is used for all cordless tools with high power requirements.

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Press pictures:



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Starting in October 2018, the brand name Hitachi will be replaced by HiKOKI. (Source: Hitachi Power Tools/HiKOKI)



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All power tools from Hitachi Koki will be offered under the brand name HiKOKI. (Source: Hitachi Power Tools/HiKOKI)

Hitachi is becoming HiKOKI

Hitachi Koki Co., Ltd. is entering the next stage in its history. The company was acquired by US holding firm KKR in spring of 2017. Because of this, the company's name will be changing to Koki Holdings Co., Ltd. In June 2018, followed by the introduction of a new brand name in October of 2018: All power tools from Hitachi Koki will be offered under the brand name HiKOKI after this time. HiKOKI is derived from the English word “High” and the Japanese term “Koki”, which means “industrial machines.”

HiKOKI will maintain the expertise and innovation the company has gained through its 70 years of history. The new company has set ambitious goals: It hopes to increase its revenues to 2.7 billion USD by 2020.

Hitachi Koki Co. Ltd., headquartered in Tokyo, Japan, is a leading manufacturer of power tools for professional users. The company offers a broad range of professional equipment for almost any industrial sector, as well as a comprehensive selection of accessories. These include rotary and chisel hammers, cordless tools, angle grinders, sawing, milling, and specialised tools for wood, concrete, and steel working. Hitachi Koki generated annual revenues of roughly 1.8 billion USD over the last fiscal year, with roughly 6,500 employees.

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