

# Creating the lightweight steel cables pulling the automotive industry forward



"We strive to be an attentive company that provides detailed care, sensing what our customers need."

Hisashi Kikugawa, President, Chrysanthemum Co., Ltd.

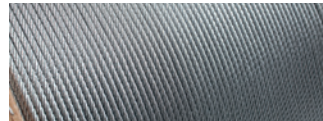
In the automotive industry, the ability to produce the lightest, most streamlined products possible while ensuring strength is paramount, especially as the transition towards electric vehicles (EVs) marches on. One of the companies working to make high-quality yet lightweight components is Japan's Chrysanthemum Co., Ltd.

Chrysanthemum has over 60 years' experience developing streamlined cables and demand for them is set to boom as the automotive industry seeks lighter weight solutions.



HQ (Japan)

Founded in 1960, Chrysanthemum manufactures products in two categories: stranded inner cables and coated cables. The stranded cables are mainly made of two materials, high carbon steel and stainless steel, and finished with zinc plating (galvanizing) or the company's special KIKU-GT finishing.



Steel cable

The cables are then coated with resin in response to customers' need.

Chrysanthemum works to ensure its cables are as thin as possible,



Vietnam plant

as company president Hisashi Kikugawa explains: "Cables can transmit significant power without taking up space, contributing to making cars lighter."

The company's best-selling product-line is its stranded cables, which are soft, flexible and durable, and its cables have a wide range of uses, from window regulator systems to sliding doors.

In 2014, Chrysanthemum expanded by establishing a plant in Vietnam, and works on a two-pronged strategy: developing high-end value-added products in Japan whilst also meeting mass-production needs from its base Vietnam.

As it continues to develop thinner, lighter products, Chrysanthemum is seeking to work with global Tier 1 companies to discover their specific needs and demands. As



Mr. Kikugawa says, the company's slogan, 'Be Attentive', is at the foundation of all it does, from product development to customer service, and ensures its business remains as strong as the cables it produces.



[www.chrysan.co.jp/english](http://www.chrysan.co.jp/english)