

ヴォルテージ21



Special topic
'USA'



The NIPPON

Japanese Eco-Friendly Efforts

“My-Chopsticks”



Currently, there are a lot of people who are concerned with environmental issues in Japan. This is clear by the recent interest in so called “eco-bags” and the “my-chopsticks” practice (bringing and using your own chopsticks at an eatery). An “eco-bag” is a bag that one brings to a store to carry shopped items home, rather than using the bags the shop provides. Recently many super markets have started offering discounts for those who bring their own “eco-bags”. The “my-chopsticks” trend hasn’t caught on to this extent but its practice is definitely on the rise. There is a growing interest in an “environment-conscious” lifestyle which can be practiced easily, and especially among women, the “my-chopstick” practice is becoming a kind of fashion. Today, many different designs of “eco-bags” and “my-chopsticks” have appeared, in varying colors, shapes and functionality. In Japan we usually use “disposable chopsticks” made of wood in restaurants. Aside from restaurants, these “disposable chopsticks” are used in various places such as department

stores, supermarkets, convenience stores and takeout shops. In Japan 95% of these chopsticks are mostly imported from China. Other than China, they are imported from Southeast Asia, and South America. Only a small percentage of these “disposable chopsticks” are purely Japanese. Recently due to the local media taking up and introducing environmental issues we have come to learn that deforestation is progressing at an alarming rate due to providing these “disposable chopsticks” for Japan. It seems that the “my-chopsticks” way of thinking has appeared as a way to reduce as much as possible the use of “disposable chopsticks” to halt the progress of deforestation. Besides, to reduce garbage reduces the amount of CO₂ emissions, of course. The latter reason seems easier to understand and more practical and real. Whichever the case, it seems that a more practical “environment-conscious” attitude, beginning with using things in a much more precious way and reducing the amount of garbage as much as possible, has begun to take root in Japan.



VoltAge21(ヴォルテージ21), an information bulletin with a circulation of 30,000 in Japan, is globalized, and the English version is now delivered to you. The original version provided customers in Japan with information about the environment and energy saving, as well as our products. It has been delivered to a number of customers and supported by them. We wish to enlarge the boundaries of such communication to the world. Your continued support would be highly appreciated.

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<http://www.hitachi-ies.co.jp/english>

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Special topic "USA"

"Yes, we can."

"Change we need."

The current world financial crisis began last year with the subprime loan problem in the United States. America is now believed to need urgent economic policies to enable it to escape an economic crisis said to be the worst in 100 years. Amidst this crisis, Barack Obama was inaugurated the 44th President of the United States on January 20, 2009, following a presidential election watched closely by people around the world in which his main messages were "Yes, we can" and "Change we need."

emission levels by 80% over 1990 levels by 2050, invest 150 billion US dollars over the next 10 years in the clean energy economy to expand domestic demand for green energy and create 5 million new jobs. This is a complete turnaround from the Bush Administration's halfhearted stance towards global warming countermeasures. In addition, at the end of last year, President Obama's economic team hammered out measures to create 2.5 million jobs through improvements in public facility energy conservation.

A policy of particular note is the Green New Deal, under which President Obama seeks to expand business and reduce its impact on global warming, expand renewable energy resources, such as solar and wind power; develop bio-fuels made from non-edible plants; reduce oil imports; have 1 million plug-in hybrid cars on the roads by 2015; and in order to reduce greenhouse gas

As a manufacturer of products that contribute to energy conservation, Hitachi Industrial Equipment Systems Co., Ltd., wishes to be of assistance, however slight, to the United States in its future endeavors to enhance energy conservation and prevent global warming.



Photos by Osamu Honda



Four Roses



Four Roses Distillery, LLC
1224 Bonds Mill Road Lawrenceburg, KY 40342

Interviewee-



James Searcy
Manager, Distillery Operations

Compressed air is quite critical to manufacturing and distillation of whisky for Lawrenceville, KY based Four Roses Distillery, LLC. During a recent visit, we had an opportunity to view the distillation process and meet with James Searcy, Manager of Distillery Operations.

When Mr. Searcy was asked regarding the importance air, he stated: "Actually, every time we shut down, not a scheduled shut down, you're ...losing production wise and we control what goes down to Cox's Creek (20 Employee Downstream Production Process). That's money! If I can stop a loss down the road, it is my job to do it and I try my best."

When tasked with a dilemma of failing air compressors, Mr. Searcy found himself in a situation to make investments today that effect the everyday operation and profitability of Four Roses Distillery, LLC. Mr. Searcy chose Hitachi Oil-Free DSP Rotary Screw Compressors to solve his problem.

"When we decided to purchase the first machine, Eddie, from Industrial Air Centers, visited us many times to propose the compressor for our company. We had discussions and finally decided to buy it. Another machine broke down soon after we installed the first one, but when I called the company that represented the other brand, he said it would cost too much to fix it. So, we decided to buy one more Hitachi machine"

With the implementation of two Hitachi DSP Compressors (one Inverter drive, one fixed speed), Four Roses is able to conserve energy, as well as execute periodic maintenance without a stoppage of production. "We are trying to reduce costs by decreasing downtime through maintenance of the machines to keep them running for a longer time.", explained Mr. Searcy.



Nitin G. Shanbhag
Sr. Manager, Hitachi America, Ltd.



Eddie Compton
System Engineer, Industrial Air Centers

Other main considerations given by Mr. Searcy, as well as Mr. Teruyuki Daino, President & CEO of Four Roses Distillery, LLC, were the air purity, performance, high reliability and very low noise levels. "We are content with Hitachi's compressor, as it generates little noise. We examined the air purity because this issue was very important." Said Mr. Searcy, with closing comments, "Eddie understood my idea, and made the proposal on the new compressor from Hitachi appropriately. He frequently visited us. We purchased the machines because of good service, warranty, and performance"

Our visit to Four Roses Distillery, LLC was one of profound education and validation. Mr. Searcy and Mr. Daino both had many things to say regarding their company ethics, continual quest for improvement and energy savings. At the end of the day however, what we found most inspirational is the core of need...A Devotion to Product Quality for Customer Satisfaction, which reminds us of the Harmony, Sincerity and Pioneering Spirit foundational credo of Hitachi.

Comments from Nitin G. Shanbhag, Hitachi America, Ltd.

The partnership we now have with Four Roses displays the Hitachi Air Technology Group's main focus - "Alignment to Customer Value". Chatting with Mr. Teruyuki Daino (President and CEO, Four Roses) and Mr. James Searcy (Manager of Distillery Operations, Four Roses) it is quite evident that maximization of productivity with highly reliable, energy efficient, environmentally friendly products is a top priority. Viewing the Distillation Process (at Four Roses), and hearing of the continual improvement and updating of equipment to achieve these goals is quite exciting. We are very proud of this success and expect to continue this style of partnership throughout the Americas

Comments from Eddie Compton, Industrial Air Centers

The Energy Efficiency, unique DSP Series Patented Features, and robust Warranty are the main reasons I feel we were able to obtain both compressed air refinement projects with Four Roses

Company Profile

Company name : Four Roses
Description of business : Distillery/Mfg of Bourbon (Spirits)
Location : 1224 Bonds Mill Road Lawrenceburg, KY 40342
Hitachi Products(system)
Products : Oil-Free DSP Series Compressor

<http://www.fourroses.us/home>





HITACHI America, Ltd.,

<http://www.hitachi-america.us>

Hitachi America, Ltd., Industrial Systems Division, supplies a broad range of industrial products and services. The division supplies sophisticated industrial equipment, components and services for application in pharmaceutical plants, food & beverage processing, steel making, mass transit systems, chemical plants, and other manufacturing facilities. The Industrial Equipment Group produces a PXR series inkjet printer that provides lot number and/or expiration date printings on almost anything. Newly introduced oil-free air compressors provide an environmental friendly air solution with its state-of-the-art inverter technology that provides significant energy saving.



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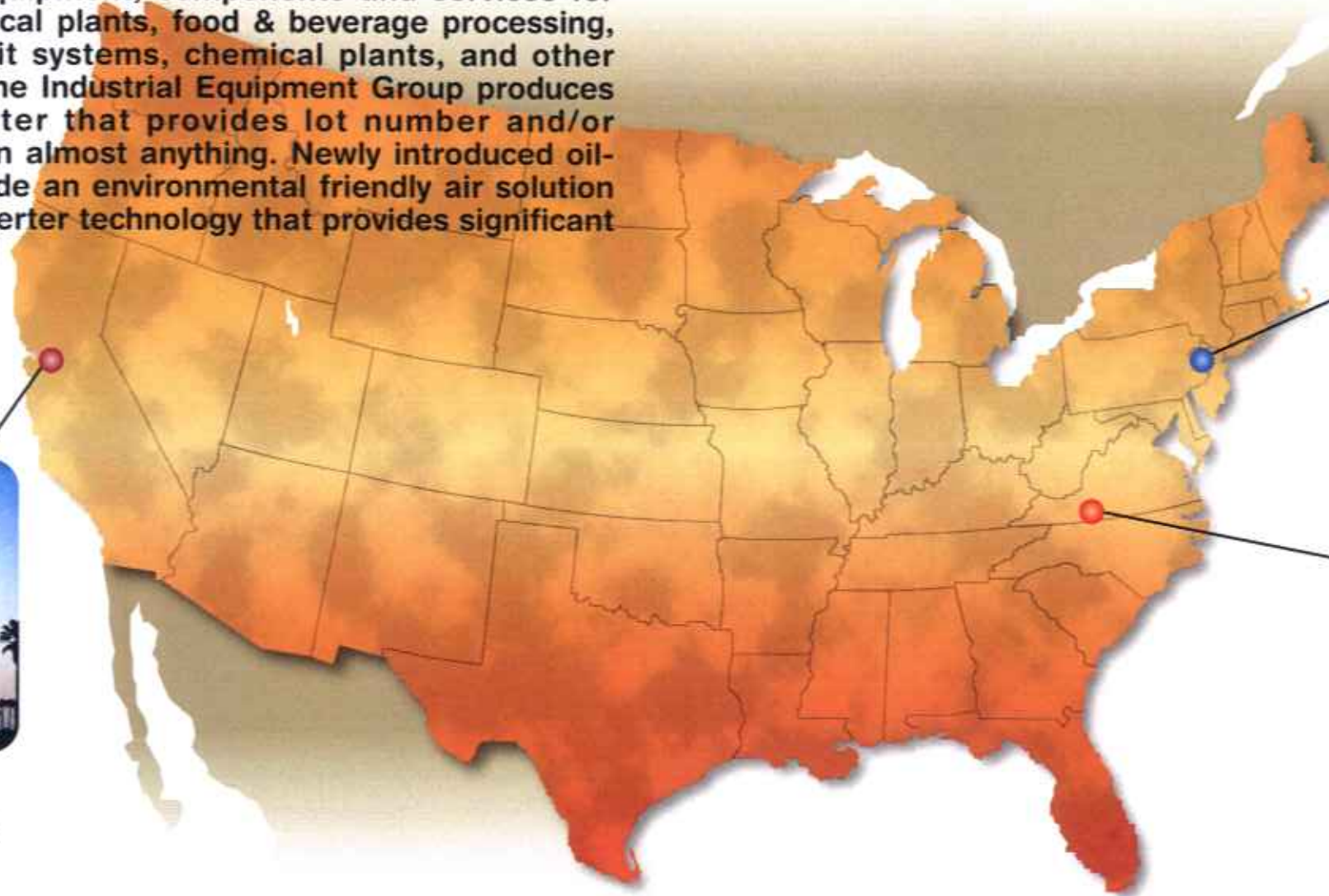
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Compressors



AC Drives (Inverters)



Ink Jet Printers



Submersible
pump motors



Blowers



Pump



Motors



Industrial Control Systems
& Products (PLC)

Energy-saving Systems

With total systems, we combine environmental protection with efficiency.

"To take good care and make good use of limited resources" is an important concept indispensable to future industrial development.

We will save energy with total systems and aim to combine environmental protection with industrial development.

Low voltage insulation monitoring systems

It contributes to preventive maintenance. It finds indication of insulation's degradation early, therefore, previous control is available.

Power distribution, utility monitoring system (H-NET)

This system records data about energy consumption results, gas exhaust, and drainage. With this system, users can easily conduct implementations of systems and transmit and edit data.

Air reflux fans

These fans eliminate temperature waste and reduce air-conditioner loads. They increase energy-saving effects.

Super-energy-saving transformers (Super Amorphous)

Super Amorphous contain an iron core made of an amorphous alloy to reduce energy losses by up to about 60%.

High-efficient motors

By optimizing the iron core shape and upgrading the quality of the material, the motors reduce energy losses by about 20-30%.

Inverters

The rotating speeds of the fan and pump are controlled by an inverter to optimize the power consumption.

Oil free screw compressors

Our advanced technology enables energy saving and ease of maintenance.

Multi unit controller

Two or more compressors are efficiently run to eliminate wasteful unloaded runs.

Nitrogen gas generators N₂ pack

Produce nitrogen gas at purity levels of 99-99.99%, thus greatly reducing the purchase costs of nitrogen gas.

Very low-temperature air generators

Produce cold air (-10°C to -20°C) for cooling processed items.

Rope and chain hoists

Abundant types designed to fit any condition.

Photovoltaic power generation systems

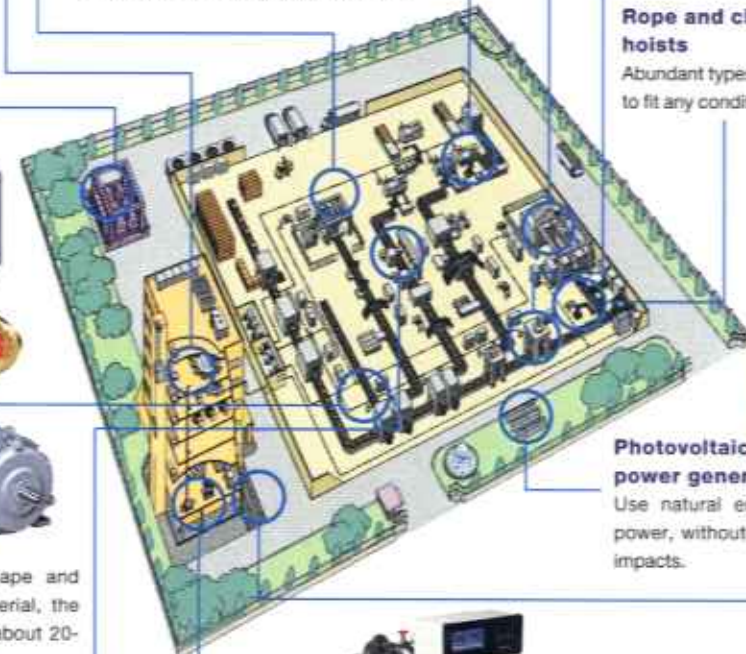
Use natural energy to generate clean power, without exercising environmental impacts.

Hydraulic energy collection system

A water head is used to recover at least 60% of energy.

Inverter driven automatic water supply units

An inverter is used to run the pump with reduced pressure changes. It is also more reliable.



Our company got "Ministor of economy prize" (electric division) as high grade energy control factory.
2002:Narashino factory
2005:Nakajo factory

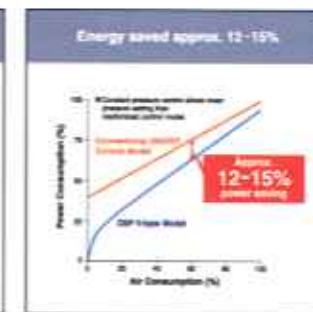
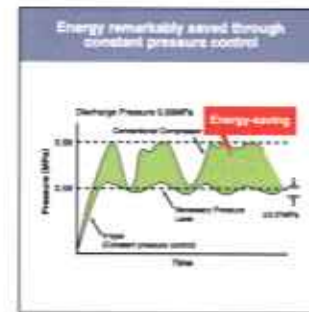


Further Energy and Power Saving by Built-in Inverter Screw Compressor



12-15% Energy-saving

Constant pressure control enables lower pressure setting, compared with conventional ON/OFF control model.



Easy Control Pressure Setting

Control pressure can be easily set on the panel.



Control Pressure Setting Indication Control Pressure Key-in

Compatible for High Response and Stability by HITACHI Original Sensorless Vector Control and PID Control (Patent Pending)

HITACHI developed its own system that can control discharge pressure within 0.01MPa and offered excellent response and stability.

IJP Marking System

Continuous ink jet printer is marking equipment for various products in industry. The features are high speed printing, non contact printing, clear printing and flexible printing.

Product line up



Print samples



Hitachi Industrial Equipment System Exhibition

Thank You For Coming!



The exhibition hall was crowded with visitors



Exhibit Map

Thanks to so many visitors to our exhibition, we have finished it with great success.

We introduced our various products and system solutions with unique sections. "History Corner" we exhibited the original and current products of motors, transformers, ink jet printers and compressors.

"Global Corner" we introduced our overseas factories China (Nanjing) and

Thailand, and strategy of international marketing.

"New Technology Research and Development Corner" it will be one of the main projects in the future. And so many visitors attended the executive lectures and the seminars on our products and energy-saving cases. Thank you very much for coming all the way from abroad.



The Executive Lecture



History Corner

HITACHI Industrial Equipment Products

Coming Trade Shows

1. Trade Show Name	2. Date	3. Place	4. Trade Show HP address	5. Products
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America

- 1. East Pack**
- 9-11, June, 2009
- NY, NY
- <http://www.deviceink.com/expo/epack08/>
- Ink Jet Printer, Air compressor, Controls

- 1. The International Plastics Showcase**
- 22-26, June, 2009
- Chicago, IL
- <http://www.npe.org/>
- Ink Jet Printer, Air compressor, Controls

- 1. Design & Manufacturing Midwest**
- 22-24, September 2009
- Rosemont, IL
- <http://www.DM-Midwest.com>
- Air Compressor, Controls

- 1. Pack Expo**
- 5-7, October, 2009
- Las Vegas, NV
- <http://pelv2009.packexpo.com/>
- Ink Jet Printer, Aircompressor, Controls

- 1. WEFTEC**
- 12-14, October, 2009
- Orlando, FL
- <http://www.weftec.org/home.htm>
- Controls

Asia

- 1. VietFish 2009**
- 12-14 June 2009
- HCMC, Vietnam
- <http://www.vietfish.com.vn/index.html>
- Ink Jet Printer

- 1. Propak Asia 2009**
- 17-20 June 2009
- BKK, Thailand
- <http://www.propakasia.com>
- Air Compressor, Ink Jet Printer, Controls, Motor, Hoist

- 1. India Packaging Show 2009**
- 8-11 July 2009
- New Delhi, India
- <http://www.indiapackagingshow.com/>
- Ink Jet Printer

- 1. INTEC 2009**
- 2-7 July, 2009
- Coimbatore, India
- <http://www.intec.co.in>
- Air Compressor

- 1. Electric Indonesia Series 2009**
- 14-17 Oct 09
- Jakarta, INDONESIA
- <http://www.pamerindo.com/>
- Air Compressor, Ink Jet Printer, Controls, Motor, Hoist

China

- 1. Propak China**
- 15-17, July, 2009
- Shanghai, China
- <http://www.propakchina.com/en/>
- Ink Jet Printer

Europe

- 1. Hispack**
- 11-15, May, 2009
- Barcelona, Spain
- <http://www.hispack.com>
- Ink Jet Printer

- 1. Achema 2009**
- 11-15, May, 2009
- Frankfurt, Germany
- <http://www.achema.de/>
- Ink Jet Printer

- 1. Drinktec 2009**
- 14-19, September, 2009
- Munich, Germany
- <http://www.drinktec.com/>
- Ink Jet Printer

- 1. Fachpack**
29. September - 01. October, 2009
- Nürnberg, Germany
- <http://www.fachpack.de/>
- Ink Jet Printer

Japan

- 1. TECHNO-FONTIER 2009**
- 15-17, April, 2009
- Chiba, Japan
- <http://www.jma.or.jp/te/en/index.html>
- Motor, Controls, Smart Module

- 1. A Comprehensive Exhibition Electrical Construction Equipment, Materials and Tools (ECEMF)**
- 27-29, May, 2009
- Tokyo, Japan
- <http://www.ecemf.jp/e-index.html>
- Transformer, Switches, Breakers, Motor, Controls

- 1. Japan Pack 2009**
- 20-23, October, 2009
- Tokyo, Japan
- http://www.japanpack.jp/english/e_2009/e09_idx.htm
- Ink Jet Printer, Compressor, Motor, Controls

- 1. System Control Fair**
- 25-28, November, 2009
- Tokyo, Japan
- http://scf.jp/_english/index.html
- All Hitachi IES products (mainly controls)