



# Message

## Greeting by the Chairman

Since its foundation, our company has always made every effort to serve all music loving people, both professional and amateur artists.

Our company has given the first and major priority to supply high quality musical performance instruments with superb tones and playing functions without any price competitive puzzlement by mass production processes.

We are proud to say that is the reason why all the products handled by our company have been habitually used by and supported by the first-class artists throughout the world.

In addition to our company tradition, we will develop and supply more superior musical instruments with the latest new technology to meet fast moving artistry activity era.

by Yoichi Minagawa, Chairman of the Board

## Greeting by the President

Starting as the manufacturer of acoustic guitars, Morris has steadily expanded its business activities by developing the electric guitars and importing the first-class brand of musical instruments.

Offering not only musical instruments but also providing concerts and rehearsal studios, we are making a contribution toward creation of the musical culture.

Today, the business world has been changed.

Our goal is to provide a musical instrument capable of flexibly corresponding to user's various needs.

by Toshimasa Oka, President

# History

**The history of Moridaira Company has been built upon its originality as a pioneer spirit organization.**

- 1965** Toshio Moridaira founded the company as a wholesale firm of musical instruments.
- 1966** Yoichi Minagawa, the current chairman, joined the company and the company was incorporated.
- 1967** Morris Gakki was founded as an affiliate specializing in guitar manufacture. The company began selling its guitar under the original brand name 'Morris Acoustic Guitar'.
- 1967** Recognized as the sole distributor of 'Muramatsu Flute'.
- 1969** Export business activities started.
- 1970** Recognized as the sole distributor of the worldwide well-known 'Hohner' products.
- 1970** Recognized as the exclusive distributor of the world famous 'Jim Dunlop' guitar accessories.
- 1973** Acquired the building and moved the headquarter to the present location. Number of employees increased to 23.
- 1975** Due to expansion of sales, Osaka Branch was opened to cover the Western part of Japan.
- 1978** Started sales of the new guitar 'Tornado' E/A Guitar.
- 1978** Started sales of the new guitar 'Bill Lawrence'.
- 1980** Recognized as the exclusive distributor of the world famous 'Paiste Cymbal'.
- 1987** Recognized as the exclusive distributor of the world famous 'Pro-co Effector'.
- 1989** The company re-built its headquarter where 'M&M' a professional studio was opened.
- 1991** Recognized as the exclusive distributor of the world famous 'LP Percussion'.
- 1993** Recognized as the exclusive distributor of the world famous 'SKB Case'.
- 1994** The company re-built its Osaka Branch with floor space of 720m<sup>2</sup>.
- 1994** Recognized as the exclusive distributor of the world famous 'Ghs String'.
- 1995** The company 30th Anniversary was held.
- 1995** Started direct business with some Chinese factories.
- 1996** Completed our on-line network connection with our branches and product center.
- 1996** Started Moridaira Musical website.
- 1997** Made a technical agreement with a guitar factory in Tianjin, China.
- 1997** Recognized as the exclusive distributor of the world famous 'EBS Bass Amp'.
- 1998** Completed a prototype 'Morris Guitar' made in China.
- 1998** Moridaira USA 10th Anniversary was held.
- 1998** Re-started export of 'Morris Guitar' to European and Asian countries.
- 2000** Started a user communication activity including 'Finger-picking Day' throughout Japan.
- 2001** Tamio Minagawa was appointed as the President.
- 2001** Recognized as the exclusive distributor of the world famous 'Hercules Stand'.
- 2001** Recognized as the exclusive distributor of the world famous 'DW Drums'.
- 2002** Recognized as the exclusive distributor of the world famous 'Truetone Effector'.
- 2003** Recognized as the exclusive distributor of the world famous 'Diezel Guitar Amp'.
- 2004** Established Matsumoto Logistic Center in Matsumoto City for expanding our distribution activities.
- 2005** The company 40th Anniversary was held.
- 2011** Recognized as the exclusive distributor of the world famous 'Palmer'.
- 2012** Recognized as the exclusive distributor of the world famous 'acoustic USA bass Amp'.
- 2014** Recognized as the distributor of the world famous 'GoPro' for Musical Instrument industry.
- 2015** The company 50th anniversary was held.
- 2017** Toshimasa Oka was appointed as the President. Tamio Minagawa has appointed as CFO.

# Outline



## Moridaira Musical Inst. Co., Ltd.

### Head Office

2-7-4, Iwamoto-cho, Chiyoda-ku,  
Tokyo 101-0032 Japan  
Tel : 81-3-3862-1641 Fax : 81-3-3864-7454  
E-mail : info@moridaira.com URL : http://moridaira.jp



M&M Studio



Sales Office



Repair Room

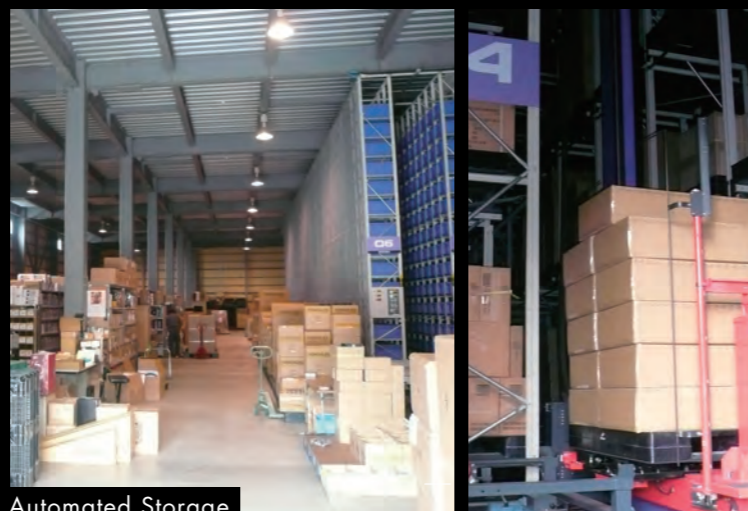
### Osaka Branch Office

2-5-19 Nakatsu Kita-ku, Osaka-city 531-0071 Japan



### Matsumoto Logistic center

5652-12 Ooaza, Sasaga Matsumoto-city,  
Nagano 399-0033 Japan



Automated Storage

100% computer control Automated Storage/Retrieval System and Digital Picking System.

# Organization

The company is dedicated to meeting current and future user needs.

Foundation : April, 1965  
Incorporation : July, 1966  
Capital : JPY 81 millions  
Head Office : 2-7-4 Iwamoto-cho Chiyoda-ku, Tokyo 101-0032 Japan  
Tel : 81-3-3862-1641 Fax : 81-3-3864-7454 E-mail : info@moridaira.com

Osaka Branch Office : 2-5-19 Nakatsu Kita-ku, Osaka-city 531-0071 Japan

Matsumoto Logistic Center : 5652-12 Ooaza, Sasaga Matsumoto-city, Nagano 399-0033 Japan

Officers : Yoichi Minagawa, Chairman of the Board  
Toshimasa Oka, President  
Tamio Minagawa, CFO  
Kousuke Ikeda, Director of Domestic Sales  
Kazuo Shindo, Director of Accounting

Affiliated Companies : Morris Musical Instruments Mfg. Co., Ltd.  
Rap Corporation  
Chuetsu Musical Instruments Sales, Inc.  
Mirano Advertising Agency Co., Ltd.  
Moridaira USA, Inc.

Main Banks : Tokyo Mitsubishi UFJ Bank  
Mitsui Sumitomo Bank  
Mizuho Bank

### Yoichi Minagawa

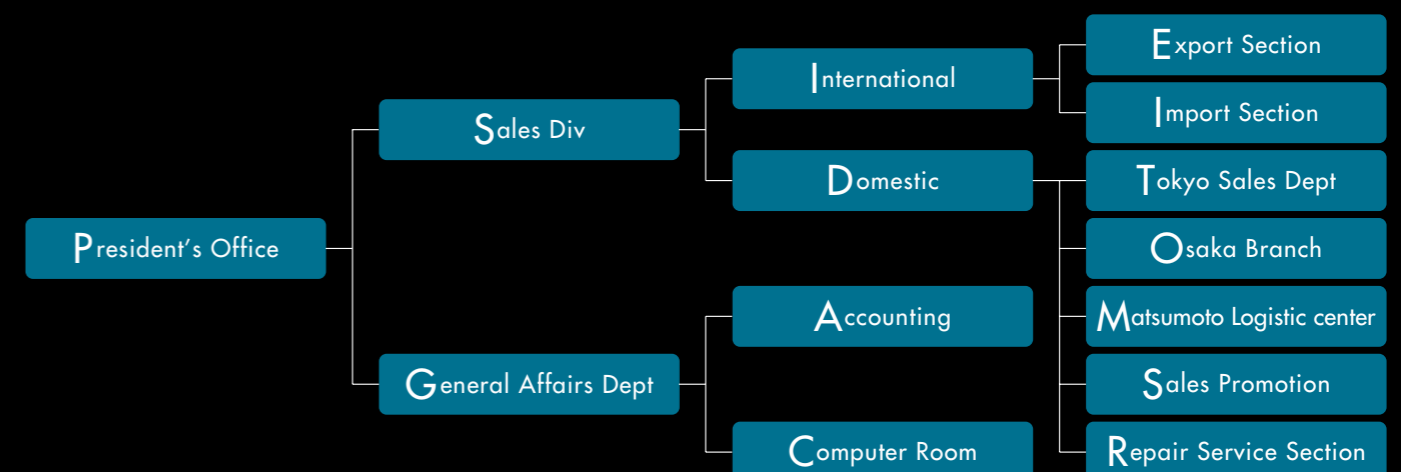
He has joined Moridaira Company since 1966 as the Executive Director.  
He has been the President of Moridaira Company from 1989 through 2001.  
He is now the Chairman of Moridaira.

### Toshimasa Oka

He has been the President of Moridaira Company since 2017.

### Tamio Minagawa

He has been CFO of Moridaira Company since 2017.



# Business

**We always collect and analyze information upon the needs of users, both professional and amateur musicians, for user supports and business promotions.**

## Information Management

We are one of the first firm to realize the importance of the office automation (OA) systems.

As early as 1976, we introduced an original OA system to all of our divisions.

The company information network linking to the head office, our sales offices and a factory will make our speedy and accurate sales management, supplier and customer management, accounting and financing management possible.

Our company realization to our original OA systems definitely contributes its high efficiency in all area of managements.

## Sales Promotion Activities

Our company uses all information obtained from communication activities with major musical instrument stores across the country to plan our sales promotion activities.

Our sales promotion activities provide more high quality products and information satisfying customers' needs.

Our company sales offices in Tokyo and Osaka are carrying out their consulting and sales activities.

Our company is the leader of these activities amongst the musical instrument industry and trusted by all users.

Matsumoto Logistic Center was established in Matsumoto City in 2004 to strengthen the sales activity system in Tokyo.

## Market Research

Our company is conducting market research to obtain correct user data.

For instance, our research includes the questionnaire section in a product warranty card so that the very accurate users' opinions upon the performance, appearance and the price of the product as well as opinions upon music in general can be obtained.

Our market research works confirming users' demand of quality improvements for every product will surely contribute our new manufacturing plans and new product developments.

## Variety of Projects for Communication with Users

To keep good communication with our users, we should provide information out to our users in a effective way.

Our company will then utilize the result of users' conscious analysis and a market trend to plan our advertisements, public relations, sales promotions and special events.

As the part of these efforts, we organize the concerts and the exchange programs with the musicians.

Our such activities are giving a good example to other musical instrument producers.

## Exchanges with Artists

Our company attaches great importance to dialogue with the artists for creating a better sound.

For this purpose, we established 'M&M' Studio for surveying the latest trend in music and reflecting the results upon the products.

In addition, our company provides the leading domestic and foreign musicians with opportunities for rehearsing at the studio with the excellent acoustic characteristic surroundings.

It is contributing greatly to the development of the music scene.

## Repair and After-sales Service

Our company can only keep the musical instruments in the best condition by providing the excellent maintenance and the repair services.

We meet the needs of all musicians on the basis of the product data and the discussions. The feed back is reflected in our future products.

Our system helps our-self creating the distinct differences in quality between our products and those made by other manufacturers.

# Manufacturing

**Morris aims at creating a new form of sound by combining the essence of music with the high technology.**

Since its foundation, Morris's philosophy has consistently been based upon the principle that the essence of musical instruments lies in the heart of a musicians.

Attaching great importance to dialogue with the musicians, our company has introduced a series of new musical instruments in response to the contemporary music scene for establishing a unique position and obtaining users' confidence.

We are now offering a new world music market by the use of our expertise in acoustic sound technology, which is the basis of all musical instruments, and the latest electric and electronic technology. It has been made possible because of our familiarity with the essence of music and the hearts of musicians.

Morris has been the leader of the musical instrument industries with its fresh ideas and will continue pursuing the possibilities of creating a new sound with our superior technology. Morris will contribute to the creation and the development of music.



# Brand

## Domestic Brand



## Import Brand



# Event and Sales Promotion

We participated various activities in cooperation with several organizations. We became the member of the organizations related to our products and made every effort to develop the business world of music.

## Finger-picking Day activity sponsored by Moridaira

The contest and the festival was held for finger-picking guitar players.



## F.I.H. Japan Harmonica Contest activity sponsored by Moridaira

The contest was held for the amateur harmonica players. It contributes to the improvements of musical level and the success in the contest has opened the professional career to the amateur players.



Blues Live

Final



## Flute Festival

It is the festival for the professional and amateur flute players participated by many flute lovers from all over the country.



## Tokyo Music Fair

It is the world famous Trade Fair for the musical instrument markets held every two years. Visitors includes the dealers, the musicians, all users, in amount to scores of people.



## Drum & Percussion Festival

It is the drum and the percussion festival for the professionals and amateurs musicians of pops and classical music participated by many from all over the country.



## Convention for the Musicians

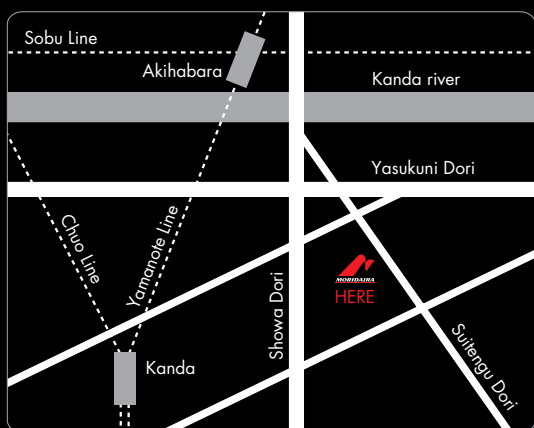
Regular products are reviewed, many ideas are discussed for music, any new forms are presented at the convention held timely to confirm the trend of music.



## Meeting to Announce and Explain New Products to the Dealers

It is the meeting to explain the new products and the professional products mainly for the dealers to obtain better understanding of the products and to keep close communication with the dealers.





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