

Daiohs, growing 10% in Japan and the United States for 6 consecutive years, introducing a new technology for space deodorizing



We never become out of stock. Daiohs grows by developing “subscribed products”. A pioneer in office services focuses on BtoB businesses, such as office coffee, bottle water service, and clean care services. Daiohs has been expanding business in both Japan and the United States and been developing more than 10% in both countries. Recently, Daiohs has begun focusing on new eco-friendly product services.

Focusing on continuous sales services

Daiohs has established a continuous relationship with clients regardless of economic impacts and trends, and continues to offer various services by listening sincerely to their demands. Its special feature is that the contract lasts for three to five years.



Shinichi Ohkubo
Daiohs Corporation
President and CEO

Shinichi Ohkubo, the founder and CEO of Daiohs insists, "Our company has consistently provided subscribed business service. Since founded in 1969, we have developed a business model of office service. Our company history and culture has been cultivated from the continuous endeavors of answering to clients' demands. "

Daiohs started expanding overseas from an early stage, with Asia (Taiwan, Korea, China, Hong Kong, Malaysia, and Singapore), and Daiohs USA (32 years of history). In terms of performance, the consolidated forecasts for the fiscal year ending March 2020 are consolidated sales of 36.8 billion JPY. (14.3 billion yen in Japan, with 75 directly managed locations) (22.5 billion yen in United States, with 78 directly managed locations) In recent, consolidated sales increased to 29.8 billion yen in 2018 and 33.3 billion yen in 2019.

By focusing on the strength of the business model, it is easy to understand why Daiohs has been growing. (1) Accumulate repeated sales to businesses, not one-way sales. (2) Handle essential items in the office, which are less affected by the economy and trends. (3) Specialize in B to B products, delivering multiple products, businesses and services. (4) Advertise products and services to 200,000 customers through sales channels created from continuous contracts. (5) Import successful business in the United States to Japan to lower risks.

■ Launch a new innovation in environmental products for space deodorization

Daiohs is now focusing on "Nanoseed- α ", space sterilization system. This technology uses a patented ionized energy to sterilize office. The company had been developing environmentally friendly "space sterilization" products before Covid-19 has caused a world-wide pandemic.



Nanoseed- α

Daiohs has already started its rental "Nanoseed- α " in Tokyo, Sapporo, Osaka, and Fukuoka from April 1st 2020.

The original product needed several space sterilization systems to sterilize the office completely since the applicable floor area was from 12.96m² to 16.2m². To solve this problem, this new product was invented which is applicable to floor areas up to 160m².

Daiohs offers a rental contract for 13,000 yen/4 weeks, including regular visit maintenance, sterilization and 4 week worth of deodorizing water.

The external dimensions of "Nanoseed- α " are width 285mm × height 700mm × depth 285mm, main body weight 10.5 kg, wind speed around 1.5 m, power supply D C 12 V 3.8 A , and power consumption of 15 W (maximum 35 V).

Currently, in addition to the route service staff who delivers beverages, the demands for maintenance route staffs to large companies (from coffee service to water service) are growing. Daiohs has plenty of maintenance staffs.

Subscriptions, (not buying the product but rental the rights) has recently become a hot topic. Ohkubo insists that Daiohs has been the roots of B to B subscription business from the business model of repeated sales. The next goal is annual sales of 50 billion yen. Our story has already begun.

(Hideo Kouzuma / KI-Press)