

Automation on the menu for Japan's food-machinery specialists

Tackling the labor shortage with automated systems should be meat-and-potatoes for a firm that has built its reputation on producing the highest-quality food-preparation machinery.



Onigiri machines play a key role at the heart of Fuji Seiki's business and are central to its automation plans.



The Temaki Onigiri produced by the automated Onigiri Line.

The labor-shortage crisis and the need to move towards automation and robotic production is a major issue for every industry. Some businesses are preparing well and some are catching up fast, but some appear to have been working towards it for decades.

Japanese food-production equipment manufacturer Fujiseiki Co., Ltd. has built an international reputation for developing and supplying machines to expertly create artisan Japanese foods, such as sushi and



The company's strength is in development capability, solving detailed requests from customers.

onigiri, with the same standard and quality as hand-rolled delicacies of the past. With worldwide success in this field, thanks to years of taking the best of Japanese menus to Europe and beyond, the firm is more than well-versed in this approach to production technology. By applying its labor-saving

machine experience to the manufacturing process itself, the business is well placed not just to cope with staffing shortages and developing population crises but to thrive in the new era. This practiced approach to R&D has seen the firm operate nimbly, offering bespoke services to clients and taking advantage of the growth in convenience shopping and eating in the last few decades. "Due to labor shortages, we have to think about how we can manage tasks with automation," said President Taiji Aoki. This approach is particularly true of the food industry, where unimpeachable standards are required at all levels, all the time. "In food manufacturing, safety and hygiene are of top importance. To ensure this, manufacturers have to ensure consistent products. Automation is one way of accomplishing this. With delicate foods such as sushi and onigiri, we always look for new processes to produce better-tasting, higher-quality end results," Aoki said.

The diminishing population in Japan is not just an issue for labor supply, but also for the future depth of consumer markets. In response, the firm is using its experience and techniques to branch out to interna-

tional food-production machinery, such as pasta- and tortilla-making devices. Even with its bold international ambitions, the Fukuoka-based company is proud of its "Made in Japan" status, which has seen it

"We need to utilize technology to maintain quality and improve on existing techniques."

Taiji Aoki
CEO, Fujiseiki Co., Ltd.

work with an incredible 10,000-plus businesses in its history, creating more than 250 types of machines for customers. "With bases in Europe and Southeast Asia, we will be looking to further our presence in those areas," said Aoki. "The next step will be a further push into the U.S. market as sushi is increasing in popularity there." "We are currently working on these new areas, and are looking to commercialize them soon," Aoki said.



Sushi rolls are perfected by Fuji Seiki and available to suit the high demand in North America & Europe.

Sushi Machine



Noodle Machine





Onigiri Machine



Rice Dispenser



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