Mr. Kenji Hirashia  
Chairman of Associate Committee of the Japan Titanium Society  
Managing Director of the Toho Technical Service Co., LTD  
Associate Director of the Toho Titanium Co., LTD

**Consumer Applications in JAPAN**

In Japan titanium has been almost used for consumer application over 50 years. Kitchenware, watch, eyeglass, sports, leisure, automobile, chemical tank, architecture, power generation, desalination, our life are supported by titanium.

In this exploitation history of consumer application, Associate Committee of the Japan Titanium Society performed big role.
International Titanium Association
24th Annual Conference
Las Vegas, Nevada USA
September 22nd, 2008

Consumer Applications in Japan

Kenji Hirashima
Chairman, Associate Committee of JTS
Managing Director, Toho Technical Service Co., Ltd.
Mill Products Shipment in Japan (k ton/Year)

Indicated from JTS’s Data

- Motor Cycle Muffler
- Architecture Roof
- Eye Glass Flame
- Power Plant Condenser
- Chemical Plant
Japan Titanium Association's Organization

- General Meeting
- Board Meeting
- Executive Committee

  - Application Development General Committee
  - Secretary

  - Associate Committee
Number of Associate Members & Shipment

Number of members

Mill Shipment in Japan (FY)

0 5,000 10,000 15,000 20,000
0 50 100 150 200 250 300

08.Mar
Associate Committee

1) Geothermal Utilization WG
2) Environment WG
3) Waterworks & Sewage system WG
4) Fastener WG
5) Welfare & Medical care WG
6) Training WG

West Blanch (Osaka area)

We are supported by JTA’s Consultants
General Meeting  Winter Feb.21 ’08 , Summer Jul.17 ’08

Steering Committee ~ 6 times / year

International Exchange ~ attend the ITA meeting etc.
Working Group Movement

Now & New Development
1. Geothermal Utilization WG

Attend the JHA’s Meeting

Titanium HE are used for Straight Hot Spring Water to reduce its temperature

Receive the underlying strength of the Earth

Published JTS Pamphlet
2. Environment WG

Titanium is tender to Environment of the Earth

Published JTS Pamphlet
3. Waterworks & sewage system WG

<PR movement>
Display for many Exhibitions

<Water Pipe Buried Test>

→Started Dec.’07

<WG Meeting>

2~3 times / year

Standardized Titanium Tank for sodium hypochlorite

Published JTS Pamphlet with help from JWA
Approval for Water Pipe
4. Fastener WG

<PR Data Revise>
<Display in Exhibition>
Industrial Interaction
Oct.25,26, ‘07
<Customer Visit & PR>
Sum Total; 7 times
<stdandardization>
’07 6-4 Alloy
’08 CP standardize

<WG Meeting>
4 times / year

Published JTS Pamphlet
5. Welfare & Medical care WG

• No.4th WG Meeting  Jan.31 at Sumitomo Metal
• Prosthesis collegiums
• Animal In plant collegiums
6. Training WG

Market Development Staff Training Program
by original texts

8-9 Jul,’08 at Tokyo
11-12 Nov,’08 at Osaka
West Blanch of Associate Committee

’07.9/6 General Meeting (Plant Tour to Sumitomo Metal Osaka Works)

’08.1/22 New Year Interacting Party

’08.9/5 General Meeting (Plant Tour to Kobe Steel Kakogawa Works)

General Meeting ’New Year Interacting Party
Mar.15,’08  Boat Show
Fishing Boat

ETOH MARINE (1998)
Yacht

TOHO TEC.

MARISHITEN (1985)

'86 Kenwood-CUP

'86 Japan-Guam Race

Winner

→ Winner
Jun.7～’07 11th International Titanium Conference in Kyoto

Horie Co.

Tokyo Titanium Co.
Jul.25,’08 Open House  National Maritime Research Institute

Titanium Boat by Tokyo Titanium Co.

Oxidizing Color Demonstration by Horie Co.
Thank you

From Titanium city Chigasaki
New Applications

Temple Roof
Ocean Thermal Energy Conversion

Fuel Cell Separator

OTEC-DESALINATION PLANT
(Barge Mounted Type)