



SARAYA

Hygiene Champion Saluted

Proud of his company's achievements in the field of sanitation, YUSUKE SARAYA receives due recognition for the company's growth and expansion.

In 1952, poor sanitation in post-war Japan led to an alarming amount of food poisoning and dysentery. Realizing the need for a hygienic way to keep hands clean, Founder Shota Saraya established the company to replace bar soap in public washrooms with Japan's first antibacterial liquid soaps in dispensers made from natural materials. Since then, Saraya has focused pure effort on contributing to technology and innovation in the fields of public hygiene, food sanitation, healthcare infection control and earth-friendly goods for the consumer market.

Diverse Scope

The outbreak of the unexpected viral respiratory disease SARS in Hong Kong continues to have a pronounced effect on hygiene market since 2003. After the baptism of SARS, personal hygiene awareness has vastly improved and demand for hygiene and sanitation products continues to increase.

"We had expanded our team and diversified the service scope from that time," says Yusuke Saraya, Company President. "We arrange for experienced team members from Japan to share their knowhow with our clients and provide hygiene knowledge and product usage seminars to their staff."

"Our value is rooted in providing both hard and soft support to make people's life and work more convenient by using our product efficiently and effectively. Thus, improving consumer's quality of life and quality of work, we have gained a decisive win and have come up higher in terms of customer satisfaction in the market."

Market Approval

"Saraya has conducted business in three themes, namely 'Sanitation', 'Environment', and 'Health'. We also have strong considerations for both



Company President Yusuke Saraya.

user-friendliness and eco-friendliness throughout our whole product development process. In addition, we would like to offer knowledge sharing through the usage of our products. I believe that customer experience is totally not the same compared with others."

Along with the expansion of business in the Japanese market, Yusuke seeks to continue carrying out the dissemination of goods, services, and education that may help alleviate a variety of problems that exist in society. This establishes Saraya's position as a corporate citizen, promoting the business while winning the trust of customers.

Building on Confidence

"International brands account for the largest share of value sales in the hygiene market," says Yusuke. "International industry participants wield monopolistic power in food sanitation, leading in almost every category. Their dominance could be attributed to their global reputation for product diversity."

"To enhance competitiveness, we allocate more resources into product innovation and brand development, as well as bundle hygiene custom-made

services with products, as more products tend to capture more shares."

In consideration of a low awareness of the importance of hygiene and the environment, sanitation products tend to be cost-sensitive in the Hong Kong market. Yusuke shares that some clients tend to select products solely on price, without a good understanding of their ingredients, their efficacy, and their impact on their staff and their surroundings. Due to a high turnover rate of employees of the food industry for instance, ongoing education is required to maintain a minimum level of hygiene. Saraya's mission is to fill this information gap.

For more than sixty years, the company has devoted itself to the socio-environmental issue of sanitation. "We believe we can change our world to be a sustainable place to live in, and fit to be inherited by the many generations to come." ■

For additional information please visit www.saraya.hk

SARAYA Hong Kong Sales