

Raising the flag of success

With products such as its aluminum flagpoles, lifters, bollards and camera stands, Sunpole aims to be a flag bearer of Japanese manufacturing "monozukuri" in Southeast Asia.



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Japan's leading manufacturer of flagpoles and traffic barriers, Sunpole Co., Ltd. is working to strengthen its international presence. A major milestone in this drive came in 2017, when Sunpole acquired Thai flagpole manufacturer, European Flagpole Co., Ltd., which facilitated its entry into the Southeast Asian market. For now, Sunpole's international focus is on ASEAN countries; however, there are also plans to target other global regions.

When it comes to overseas markets, the firm's sales strategy is underpinned by three core values. Firstly, Sunpole is committed to listening to its local clients without preconceptions; it wants to know exactly what they're looking for in its products. Secondly, it seeks to always be faithful and fair in its dealings; good products alone are not enough. Customers can expect a comprehensive, attentive service that includes



Lifter on Khao San Road, Thailand extensive after-sales service. Finally, Sunpole ensures it stands out from its imitators – and the previous two values play a funda-



Strength testing of impact bollards with actual vehicles

mental role in this. As the superiority of its service shines through, the firm expects its global reputation to grow and grow.

Sunpole's representative product in the overseas market is the "lifter", which is a traffic barrier that can be stored underground and rise to ground level only when needed. Lightweight and long-lasting aluminum flagpoles and fixed camera stands where tourists can place their cameras and smartphones to take photographs are also key products for Sunpole's overseas expansion.

Sunpole is now considering "impact bollards" as the next product



Impact bollards installed at intersections in Japan

to be developed for the overseas market. The impact bollard is a product that absorbs the impact of a car collision by incorporating a unique reinforcing material. This product, which was created to address the large number of accidents involving elderly drivers in Japan, has spread rapidly throughout the country and has been well received and garnered positive reviews from overseas. No doubt that similar accidents will occur in other countries too in the near future as societies age. Sunpole believes that impact bollards can help alleviate this social problem.

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S U N K



THE
MILITARY'S
DEEP SECRET
ABOUT ITS
MULTIBILLION-
DOLLAR
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C O S T

28.04-05.05.2023



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| ALBANIA €6.25 | CZECH REP CZK180 | HOLLAND €7.00 | LEBANON L110,000 | NORWAY NKR119 | SERBIA RSD1035 | SWITZERLAND CHF10.60 |
| AUSTRALIA \$11.00 | DENMARK DKR57 | HONG KONG HK80 | LITHUANIA €8.99 | OMAN OR 3.250 | S LEONE SLL30,000 | UAE AED42 |
| AUSTRIA €10.00 | EGYPT E£ 65.00 | HUNGARY FT1.800 | LUXEMBOURG €7.90 | POLAND PLN29.99 | SINGAPORE \$11.95 | UK £5.99 |
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