

Consumer-related and Other Products



Consolidated sales increased 7.5% to ¥295,999 million, or 33.3% of net sales. In consumer-related products, sales of vending machines were essentially unchanged. On the other hand, sales of freezing and refrigerated showcases grew sharply, reflecting strong capital investment in the retail industry. In specialty appliances, sales of card systems, especially gate systems for leisure facilities, increased significantly. Sales of coin mechanisms and bill validators for vending machines rose.



Fuji Electric, in cooperation with Tokyo Electric Power Co., Inc. and Coca-Cola Japan Co., Ltd., has developed a new vending machine designed to ease the peak summertime demand for electricity by chilling beverages at off-peak times and shutting down the refrigeration unit during times of peak demand.

The main products of the Consumer-related and Other Products group are vending machines, freezing and refrigerated showcases, card systems, hotel vendors and coin and currency equipment.

In vending machines, the group's main product line, sales declined slightly because of lower market prices, despite a recovery in demand for beverage vending machines in the second half of the fiscal year. Fuji Electric, in cooperation with the Tokyo Electric Power Co., Inc. and Coca-Cola Japan Co., Inc., developed and introduced the EcoVendor cold beverage vending machine, which reduces the peak summertime demand for electricity by chilling beverages at off-peak times.

Sales of freezing and refrigerated showcases were brisk, benefiting from new store construction, store renovations and replacement demand by the supermarket and convenience store industries in response to the



Fuji Electric has developed an improved lift gate system for the Zao ski resort. This advanced system comprises new-model equipment and simplifies maintenance and the tracking and control of skier flow, in addition to being easier for skiers to use.



The freezing and refrigerated showcases of our FreshMax Series boast enhanced merchandising functions – improved content visibility and presentation that simplify product selection and improve accessibility. In addition, the showcases use about 10% less energy than previous models.

liberalization of the Large-Scale Retail Store Law. Moreover, showcase sales increased sharply, due to the development and introduction of the FreshMax Series, a full line of freezing and refrigerated showcases with enhanced product presentation functions. In addition, sales of beverage dispensers showed impressive growth due to strong marketing efforts.

In the specialty appliance field, Fuji Electric recorded solid sales growth of card systems. We delivered noncontact scanner lift gate systems to a number of domestic ski resorts, as well as noncontact scanner entrance-gate systems for leisure and research facilities.

In refrigerator vending systems for hotels and inns, Fuji Electric worked to increase sales of a noiseless refrigerator that uses an electronic refrigeration method, and introduced a hotel vendor of a startling new design that displays products lengthwise.

As part of our effort to increase sales of specialty products, we introduced general-purpose ultrasound scanners that make possible the full-scale diagnosis of circulatory organs. In the coin and currency field, sales of coin mechanisms and bill validators increased due to a recovery in demand for beverage vending machines and expanded production of cigarette vending machines. However, sales of bill validators for banking machines and retail-related systems fell sharply, owing to weakness in the financial sector and rapid changes in retail operating formats.