Power to generate new possibilities

The generator brand of choice for construction site managers and music festival organizers alike, Denyo exemplifies the best that Japanese *monozukuri* has to offer.

"We have always provided what the clients have wanted. We focus on creating quality products that are compact, lightweight, silent and powerful"

Shoichi Shiratori, President & CEO, Denyo Co., Ltd.

Construction sites, oil rigs, chemical plants, hospitals, residential areas, music festivals, mountains, remote islands and disaster zones – these are just some of the places where you will find Denyo's high-quality, high-performing and highly durable power sources.

Backed by proven technologies cultivated over the past 70 years, Denyo's engine-driven generators, welders and air compressors are tried and trusted by customers in Japan and around the world. Such trust has allowed Denyo to build a large market share in Japan, while its power sources are widely used and highly regarded in more than 150 countries worldwide.

"When Japanese companies expanded to foreign markets, they took our generators and established them in overseas factories, sending Japanese staff to take care of the maintenance since these outdoor generators get exposed to rain and wind, which caused damage," says president and CEO, Shoichi Shiratori.

"Having the staff close to the product provided convenience and also led to enhancements of the generators over time. This is how we established ourselves in the overseas market."

When it comes to power sources built for the outdoors and often used in extreme conditions, durability is paramount. Manufactured to the highest standards of *monozukuri*, Denyo's machines are among the most durable on the market and can operate for up to 30-40 years. And the fact that Denyo products trade on second-hand markets for many years and still at high prices is testament to their durability and sturdiness.

To enable these machines to be used in a wide variety of settings – from scorching hot conditions in the Middle Eastern desert to intense cold in northern Russia – engineers at Denyo's Development Center in Japan have developed and adopted various technologies and techniques. For each generator and engine, a thick center frame supports the main body of the unit on all sides, while anti-vibration rubber suspensions are placed on the base, which is the ground contact area. This not only achieves a high-level of quietness, but also reduces the risk of malfunction caused by vibration.

Offering high-performance power generation and durability as well as energy conservation and noise reduction also stems from responding to client and market needs, which has been at the core of Denyo's *monozukuri* philosophy.

Some of its latest groundbreaking products include the Malie DCA-25MZ, one of the world's quietest generators, while its engineers are currently developing a hydrogen-fuel generator in response to environmental demands.

"We have always provided what the clients have wanted," explains Mr. Shiratori. "Regarding our generators, each client has specific needs and specifications; that is why we manufacture a variety of generators in small quantities. We are not involved in the market of providing cheap generators with reduced specs.

"We focus on creating quality products that are compact, lightweight, silent and powerful. Moving forward, we are putting our efforts in developing outdoor engine-driven products that are more environmentally friendly."

Denyo's commitment to R&D has made the company a global innovation leader in its field.

On construction and other worksites, multiple generators are used together, which requires software technology to coordinate the generators accurately and ensure a consistent and stable supply of power. While pursuing such technology, Denyo surprised the world by achieving parallel operation of 32 generators, four times the amount it had managed previously. "It's rare to use so many units together," the company president says, laughingly. However, this achievement perfectly encapsulates the history and culture of innovation and product development at Denyo.

Denyo