

OCTANORM JAPAN

World-class company in exhibition system components aiming for nationwide expansion with “Made in TSUZUKI”

OCTANORM JAPAN is the Japanese subsidiary of OCTANORM-Vertriebs-GmbH, a company based in the Baden-Württemberg region of Germany, specializing in the sale of exhibition system components. The aluminum frame OCTANORM developed for booth construction is characterized by its capability to create versatile wall surfaces, display counters, showcases, and more by combining panels and other elements. Furthermore, due to its ease of assembly and disassembly, coupled with excellent durability, OCTANORM boasts a significant market share in the international exhibition system components market. OCTANORM JAPAN, established as a distributor in Japan in 1996, relocated its headquarters to Midori Ward, Yokohama from Okinawa in 2014. Subsequently, due to business expansion and the need for a larger space, OCTANORM JAPAN moved to Tsuzuki Ward in 2018, where it remains to this day.



Speaker: Kennosuke Seto



Special construction components for exhibitions developed by OCTANORM JAPAN

■ The de facto standard in western markets

Parent company OCTANORM-Vertriebs-GmbH is the sales company for OCTANORM, construction components for exhibitions established in Germany in 1969. “OCTA” stands for octagon, and “NORM” represents rules or rationality. True to its name, OCTANORM is a system incorporating aluminum poles with a distinctive octagonal cross-section to which aluminum beams are attached, allowing for flexible creation of walls and decorations in the spaces formed by the poles and beams.

By using a dedicated tool called a ratchet, booths can be easily and quickly assembled and disassembled. As a result, OCTANORM has become the de facto standard in the global market for exhibition system components in Europe and North America. OCTANORM-Vertriebs-GmbH presently has partner bases in 43 countries worldwide.

In 1996, OCTANORM JAPAN was established as a limited liability company to undertake the role of Japanese distributor for OCTANORM. In Japan, a temporary wooden structure type constituted the mainstream in exhibition booths, but this system was not reusable or sustainable. OCTANORM’s aluminum system with its durable and reusable components quickly gained popularity in the Japanese exhibition industry. However, being a product with long-term durability, such as 10 or 20 years, limited orders from repeat customers have caused sales to stagnate.

■ Based in the stylish city of Yokohama, home to large international exhibition venues

In 2014, when I took over the position of president from my predecessor, I observed passive sales efforts causing sales to decline in Okinawa. Therefore, I decided to transform the business into a corporation and simultaneously relocated the headquarters to Midori Ward, Yokohama.

The reason we established our base here in Yokohama was because of its convenient access to prominent venues such as Tokyo Big Sight and Makuhari Messe. Additionally, Yokohama has the impressive exhibition facility Pacifico Yokohama. Furthermore, we believed being designated as a “stylish city” made it the perfect place for implementing our new branding strategy. As for sales, we have begun earnestly cultivating users outside the event industry.

These challenges turned out to be successful in the end. Compared to temporary wooden structures that generate waste during dismantling, OCTANORM is environmentally friendly. As a result of widespread recognition for its lower total cost, considering the product’s lifespan despite its higher initial costs, our base in Midori Ward quickly became too small. In 2017, we relocated to the current base in Tsuzuki Ward seeking a larger space.

Furthermore, the COVID-19 pandemic, while not a blessing in disguise, has led to a sudden expansion of new applications beyond the event industry, including partitions for hospitals, PCR testing sites, and



vaccine administration venues as well as dividers for rental warehouses and offices. Currently, approximately 20% of our revenue comes from partition-related applications other than events.

■ Expanding business through full utilization of regional networks

Against this backdrop, in 2018, our company joined the manufacturing promotion project “Made in TSUZUKI” in Tsuzuki Ward. We have been actively promoting the appealing points of OCTANORM through activities such as participating in the Technical

Show Yokohama exhibition. At the same time, this network with companies in different industries, such as glass and steel processing, within the same ward is becoming a significant strength.

Even though it might be inexpensive to rely on companies outside the ward in terms of overall cost, we experience benefits such as faster delivery times and reduced transportation costs. In the future, we aim to strengthen collaboration with companies within the ward and neighboring areas, striving for business expansion.

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