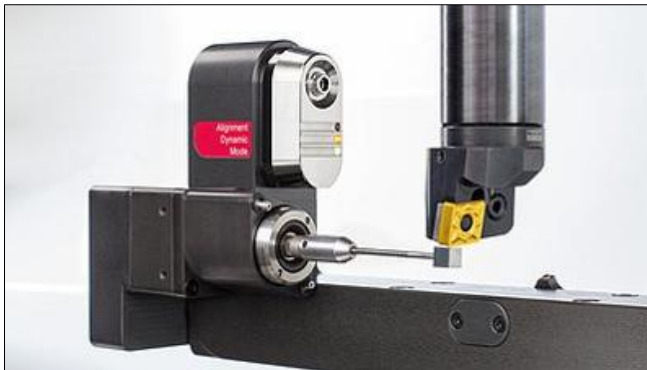


A measurement equipment manufacturer helping boost efficiency in Japanese manufacturing

Company overview



Company name	Blum-Novotest K.K.
Parent company	Blum-Novotest GmbH (Germany)
Timing and location of entry	1999, Nagoya, Aichi Prefecture 2007, Relocated to Komaki, Aichi Prefecture
Manner of entry	Sales base and showroom
Other facilities in Japan	None
Primary business activities	The company specializes in laser tool measurement systems for machine tools, probes for workpiece measurement, surface roughness measurement gauges, and related products.
Company strengths	These solutions enable measurement within machine tools, contributing to higher productivity through process integration, automation, and digital transformation of measurement processes.



Background and objectives for market entry

- After being founded in 1968 in Ravensburg, Germany, the company began expanding its global presence from the late 1990s in response to increasing overseas inquiries. The Japanese subsidiary was established at the end of 1999.
- To contribute to strengthening Japan's manufacturing industry, the company established its base in Aichi Prefecture, a region with a strong concentration of manufacturers in industries such as automotive and aerospace, and with excellent transportation access for efficient nationwide sales and support.

1999

Results after entry

- The company entered the Japanese market at a time when in-machine measurement was not yet common and began promoting the benefits that introducing such processes could bring to manufacturing sites. As customers began to use the technology in practice, its value became increasingly evident. Initially, applications were concentrated in high-precision and micro-machining fields, but with the spread of process integration, automation, and digital transformation, its use expanded across the entire machining process, helping boost production efficiency in Japanese manufacturing.

2025

Contributions to Greater Nagoya region

- The company participates in organizations such as the Japan Machine Tool Builders' Association and the Nagoya Chamber of Commerce and Industry, and it's involved in activities that are deeply rooted in the industry and the local community.
- It also promotes engagement with the local community through various initiatives, including a hands-on workshop for nearby elementary school students and their parents entitled "Build a PET Bottle Car Powered by Wind!"

Future outlook

- By continuously incorporating the needs of customers who are actively engaged in production, the company aims to strengthen its proposal capabilities in line with evolving machining trends.
- It will also strengthen its customer-oriented and rapid support structure by utilizing infrastructure at BNCC, its newly established Asia Support Center.
- Going beyond simple measurement, the company aims to continue help strengthen Japanese manufacturing by providing new solutions that enhance production efficiency.

Future