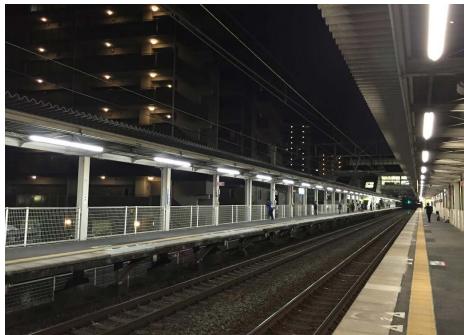


Illuminating the future from Japan

## *Corporate Profile*



**PRIME STAR**  
PRIMESTAR CO., LTD

# Making Japan brighter and more energized through “SETSUDEN(Energy-saving)”

The reduction of electricity consumption is becoming an important issue for households and cooperations alike. Through the use of energy saving lighting such as LED lighting technology, our company delivers lighting solutions for your everyday life which not only contributes to lowering energy costs but helps preserve the environment. Our mission is to meet the constantly changing needs of our customers through optimal lighting solutions. We provide you with a diverse range of quality products and services, sourced from around the globe. Our philosophy is to not only be a provider of products, but also an advisor to guide you through the process.

President & CEO 下田 知代



# [ 3 Stars of PRIMESTAR ]



At PRIMESTAR we not only carry hundreds of our specialized proprietary lighting fixtures, but available lamp products by other brands, resulting in a portfolio of roughly 9,000 items. This guarantees customers to find lighting solutions that are optimal to their wide and diverse needs.



In rare situations where our product line-up does not suffice, we have a custom program to supply our clients with one-of-a-kind solutions. We can accommodate various needs including power consumption, brightness and color temperature, even in small production lots. This program spans across all lamp varieties such as LEDs, induction lamps and CCFLs.



Our "smart fixed price plan" enables you to have a cost effective lighting and energy solution with zero initial investment. You can choose to pay in installments that correspond to the reduced amount of your monthly electricity bill.

## Installation Examples

We provide various lighting solutions for offices, stores, commercial facilities, gas stations, and other facilities.



## Office

Companies are installing LED lightings for their offices in response to the Minamata convention 2020, cost efficiency and CO2 emission reduction requirement. We deliver not only electricity consumption reduction, but also comfortable office space. LED lighting "Reach" series is one of our LED lighting brands equipped with super reflector functionality. Reach solves the glare problem while adhering to excellent uniformity. This reduces the so-called Bluelight effect thereby improving the overall office environment.



**Reach**  
It's not just about brightness  
Realization of comfortable light



## Store/Commercial Facilities

Halogen and bulb lamps have been used by many stores and commercial facilities. The "LINDA" series can act as a replacement, thereby maintaining brightness, natural colour, size and shape while reducing power consumption significantly. We also provide outdoor LED lighting for signs and exterior.



## Gas Stations

Visibility from a long distance is one of the most important issues for gas stations. WS series canopy lights are diverged to all directions and thus can attract more attention.

These WS series are made in Japan 100% due to the sourcing of specialized microchips and last up to 90,000 hours.

## Factory/Other types of facilities

The Minamata Convention on Mercury is a global treaty to protect human health and the environment from the adverse effects of mercury. Products including lamps with mercury will be banned from 2020. LED lighting technology is the ultimate way to switch from mercury lamps. PRIMESTAR will help you upgrade to the optimal lighting solution.



# The PRIMESTAR sales network is spreading across Japan

We not only have a strong distribution network throughout Japan which continues to still grow, but are expanding our ability to handle the necessary construction work for installing our products. The "SETSUDEN STATION (Energy Saving Station)" - located in the heart of Tokyo (Akasaka) - is a showroom where you can see our actual products. Our experienced staff will provide you with consultation regarding installation. Please feel free to contact us with any questions you may have.

## PRIMESTAR's production base is spreading around the world.

We are outsourcing production at ISO9001, ISO14001 certified production factories in Japan, China, Korea, Taiwan, etc. Our products are also being exported to the US and European countries. We are making global standard reliable products that have cleared certification in various countries around the world.



## Company summary :

**Trade name : PRIMESTAR CO., LTD**

HP : <http://www.primestar.co.jp>

**President & CEO : Chiyo Shimoda**

**Address : 8F, Akasaka Bando Bldg, 4-8-14 Akasaka, Minato, Tokyo  
Postal code:107-0052**

**TEL : +81-3-6869-6606 FAX:+81-3-6869-6607**

**Establishment date : March, 2003 Capital : 65,000,000 JPY**

**Business :**

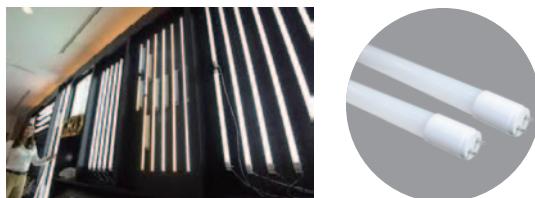
- ①Design, engineering design, manufacture, sales, import and export of general lighting devices including LED lighting devices
- ②Planning, rental, processing management, consulting operation related to high efficient lightings such as LED lighting
- ③Operation related to CO2 discharge right transactions
- ④Comprehensive supporting operation for companies such as saving water, fluorocarbon gas countermeasure, demand control, electronic breaker, etc.
- ⑤Fund establishment / management / operation pertaining to ECO business



# We are currently seeking distributors that can help spread "SETSUDEN (Saving Energy)".

## Meeting your needs with comprehensive line-up of products.

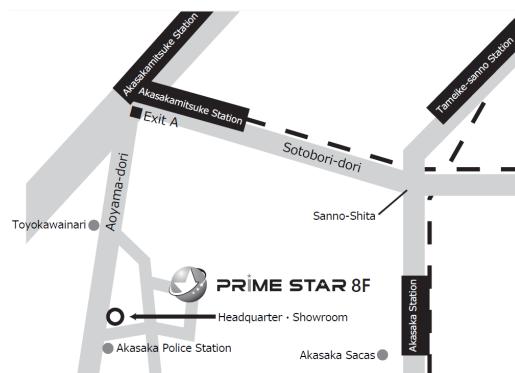
We are introducing a wide range of products that include our company's original products and products made by domestic/international major lighting makers, resulting in an extensive line-up of over 9,000 energy-saving lightings. Our line-up consists of LED lighting, CCFL, electrodeless lamps that are friendly to the environment and eyes, etc. Our energy-saving simulation system "Make" will allow you to easily assess the energy savings you can expect from adopting our solution.



## Akasaka Showroom in Minato-ku, Tokyo "TOKYO SETSUDEN (Energy Saving) STATION"

You can use "TOKYO SETSUDEN (Energy Saving) STATION" located in the heart of Tokyo to conduct business and client meetings (advance reservation required).

In addition, we also provide support to store operators who are planning to set up their own showroom.



○ 5min walk from "Exit A" of Akasakamitsuke Station, Tokyo Metro Marunouchi Line

JLMA Japan Lighting Manufacturers Association

## Line-up of products that are safe and certified.

We are providing reliable lamps that are manufactured at production factories certified with high quality assurance and coordinated with technical staff. We are implementing thorough quality assurance measures such as undergoing performance quality inspection by outside agencies, countermeasures against noise that passed the standard of The Electrical Appliances and Materials Safety Act, and various countermeasures against radio wave interference. We are meeting a wide range of customer needs with products that passed both international and Japanese standards.



## First time in sales? No problem! Hosting of sales workshop

If you are entering the LED lighting sales market for the first time, having a hard time to educate staff through your own company, etc., we have the solution just for you! Our company is offering a solid workshop program to train your sales staff. Our experienced staff will present detailed know-how on topics such as market environment, cost simulation, sales talk, on-site research, etc. We are also conducting on-site workshop and sales accompaniment. Please feel free to contact us with any questions you may have.



## We provide sales support including homepage design and catalogue printing, etc.

We can help you create your own website and catalogue with your company name for low prices.

Example of client company:

<http://www.coiden-light.jp/index.html>



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URL <http://www.primestar.co.jp/>  
mail [info@primestar.co.jp](mailto:info@primestar.co.jp)