

Chugoku Piano Transport Co., Ltd. Changes Name to "Harcob Co., Ltd."

Senko Co., Ltd. ("Senko) subsidiary Chugoku Piano Transport Co., Ltd. (Head office: Asakita-ku, Hiroshima City, President: Naoki Yamauchi, "Chugoku Piano Transport") will change its company name to "Harcob Co., Ltd." from April 1, 2017.

Chugoku Piano Transport, which mainly operated its business in the Chugoku and Shikoku regions, has been expanding business sites to the Kanto, Chubu and Kansai regions since becoming a subsidiary of the Senko Group in 2012. The company specialized in the transportation of pianos since being established, however today focuses on the transportation and storage of items such as precision instruments and heavy loads.

In light of these circumstances and the company's 40th anniversary last year, the company will change its name to suit changes to its line of business and the increase in areas of operation. The new company takes its name from "hakobu," the Japanese term for transportation that represents the company's core business, but also presents the concept of taking on new challenges in business sectors outside of transportation. Truck livery will be updated with the new company name and logo.

[New company name]



[Background of the company name]

The company name is derived from the acronym of the following behavioral indicators.

H EART	Providing greetings and services that resonate with the heart
A CTION	A level of care that anticipates future action
R ESPONSE	Providing reliable services for peace of mind
C HALLENGE	The spirit of taking on new challenges
O BSERVANCE	Contributing to communities and society with the correct information
B RIGHT	Creating a comfortable workplace

[Company overview]

New company name	Harcob Co., Ltd.
Established	March 1976
Headquarters	859 Kuchi, Asa-cho, Asakita-ku, Hiroshima
Line of business	Transportation and storage of precision instruments, heavy loads, medical equipment and musical instruments (pianos), maintenance of musical instruments, furniture and other items
Business sites	Tokyo Sales Department Branches in Hiroshima, Okayama, Yamaguchi, Takamatsu, Matsuyama, Osaka (Nishinomiya), Nagoya (Komaki), regional sales (Hiroshima) Sales offices in Fukuyama, Matsue
Sales	1,529 million yen (fiscal year ending March 2016)
Number of employees	158
Number of vehicles	95

End.