

A Breath of Fresh Air in the Ventilation Industry

Air conditioning and filter company Yabushita is developing innovative new systems to provide the best air supply for homes, offices and underground shelters.



Tadahiro Mori
President
Yabushita Co., Ltd.

Clean air is more than just a product or a service for Japanese company Yabushita Co., Ltd. This hard-working team's mission is to help protect people and improve their quality of life. Whether it is developing devices to support domestic air conditioning systems or filtration vents for underground bunkers, the same dedication and meticulous attention to detail goes into every product. This commitment has allowed the SME to compete in the same arena as much larger firms in terms of research and innovation. According to the firm's president, Tadahiro Mori, their flagship product, AT Barrier, is the first of its type developed in Japan.

The system protects an air supply against chemical, biological or nuclear contamination, with the latest version of the product also filtering out deadly carbon monoxide gas. This can help protect underground bunkers from fires and hazardous emissions following natural disasters or missile attacks. "When talking about the ventilation of bunkers and how to prevent varying materials from entering the safe zone, it is necessary to have several prevention systems integrated in order to catch it all," said Mori. "The current version of the AT Barrier meets the standards set by the U.S. military. An activated charcoal filter in the new products also follows this standard," he added. The AT Barrier was developed in collaboration with research teams at Nagoya University, a working relationship that is key to the firm's growth. The firm has close ties to the Nagoya University Graduate School of Engineering and the Yamauchi-Asakura Laboratory. It works with Professor Yusuke

www.global-kigyo.com

"To expand globally and succeed, we need products that stand out and become a must-have"

Tadahiro Mori



Yamauchi, Nagoya University's first distinguished professor and renowned expert, Yusuke Asakura. Research includes developing a highly efficient multilayer filtering system that utilizes superior porous carbon analysis technology, essential to the development of the underground shelter ventilation systems and the first of its kind brought to market in Japan. "Although we are an SME, we have been successful in partnering with renowned professors. We will continue to pursue technological improvement through partnerships in the future," said Mori. In addition to shelter systems, the firm also specializes in snow covers to protect external ventilation systems during heavy winter weather, and its Air Shade guards against excess temperatures. Soundproofing equipment is vital in this industry, as is directing ventilated heat properly outside of an air-conditioned building. With game-changing products, it's no surprise that the company also has major international ambitions.

Executives have been consulting with stakeholders all over the world to determine customer needs and product suitability, while working to export the firm's expertise to new markets. "We participate in international expositions, especially military ones, where we can showcase our technology to a global audience. We have also inspected countries such as the U.K., Poland, Qatar and Indonesia to identify targets and compare our technology with competitors," said Mori.