



Better try C-move clasp of Seberu Pico Co.,Ltd. It's very safe and easy to wear.



Can you please give me a hand?

I can't fix the clasp lock, I'm in a hurry.

Do you have any experience like this?



Especially our clasps and other pearl related parts and accessories.

Our parts are beautifully made and easy to use.

President Ninomiya

We strongly protect the company's original products through intellectual property rights ~ Clasps and Jewelry Parts manufacturer ~ **Seberu Pico Co.,Ltd.**

We wanted to make products of beautiful melody or tone and stand tall at the top.

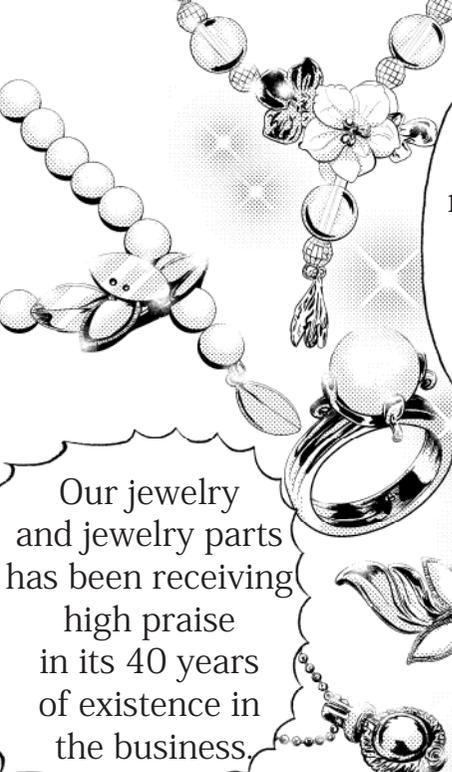
Sävel (Finnish word) means melody, note or tone.



Pico (Spanish word) means peak, or point.



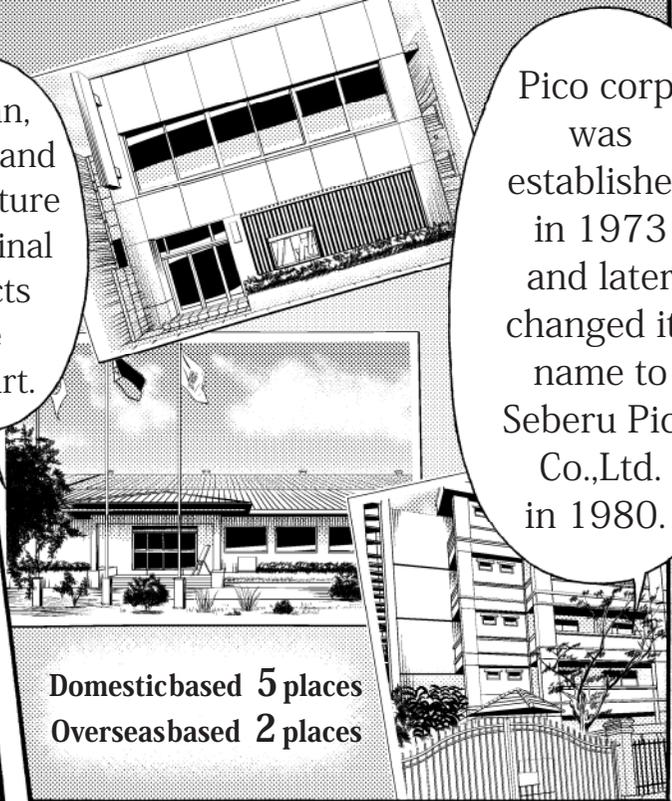
Our company name is composed of two foreign words.



We plan, develop and manufacture our original products since the start.

Pico corp. was established in 1973 and later changed its name to Seberu Pico Co.,Ltd. in 1980.

Our jewelry and jewelry parts has been receiving high praise in its 40 years of existence in the business.



Domesticbased 5 places
Overseasbased 2 places



President Ninomiya sticks to everything about his passion.



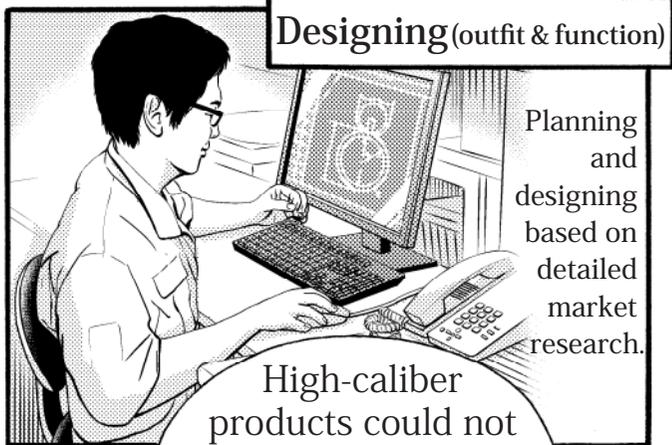
In such a time, we wanted to make hot-selling products.

When the bubble economy collapsed, the market is widely reduced.



Very own skilled craftsman who make the original model.

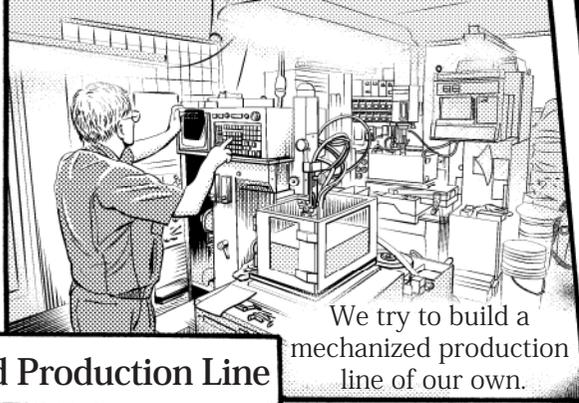
Original Model Making



Designing (outfit & function)

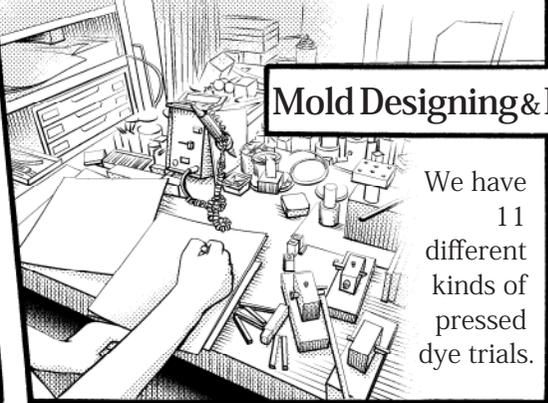
Planning and designing based on detailed market research.

High-caliber products could not be developed easily. But we challenged to create new products by using the full cycle of planning, development and production technology.



We try to build a mechanized production line of our own.

Mold Production Line



Mold Designing & Making

We have 11 different kinds of pressed dye trials.

Finally we released "C-move" clasp models in 1999.

We add improvements on prototype, durability tests and tensile load tests to make perfect products.

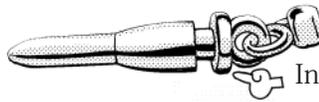
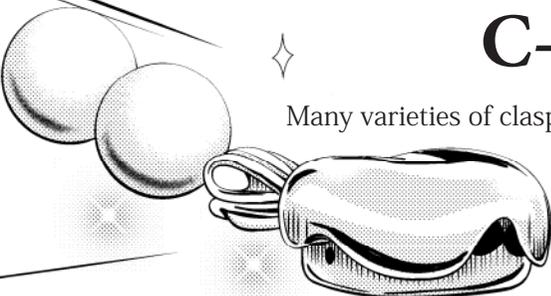
Assembly of Clasps

A beautiful form and easy-to-use

C-move Clasp

Many varieties of clasp designs

Japan and U.S.A. patented



Inserting of the plug is very easy.

Connection

Why we named "C-move" clasp, because the "Clasp moves".

A "click" sound, when it is set upon inserting the plug.

Disconnection

Press the back side with your thumb and it can be removed easily.

C-move clasp has a very big impact on the jewelry industry. It becomes the mainstream of pearl clasp necklaces for almost five years after its release.

The click sound tells me it was set safely.

The necklace is really easy to wear.

Wow!

Bad news!
I have with me a copy of the overseas jewelry manufacturer's catalog.

Bang!

If we consider the life cycle of the product, sales should not suddenly fall down in a short period of time.

Recently, the sale of C-move has suddenly gone down, why?

Few years later ...

In fact, most of products brought to us for repair seemed to be copycat products.

These are copied products from our company.

Besides, they sell them at a cheaper price.

The products are similar to what our company released.

No reason to forgive them in doing such a thing!

During exhibitions, they got our catalog or products.

Our products

Our catalog

Copycat maker

Disassembled and took the mold of our products.

I cannot allow that our technology we cultivated was trampled down as easy as this.

They mass-produced the copycat products in a short period of time and sold around the world.



Copycat products with high grade are made along with the improvement of technology overseas. They sell the goods ignoring the intellectual property rights.

Transferred the factory due to
Mar.11,2011 Earthquake's damage.

The new
factory is
well-designed
in preparation
for global
competition.

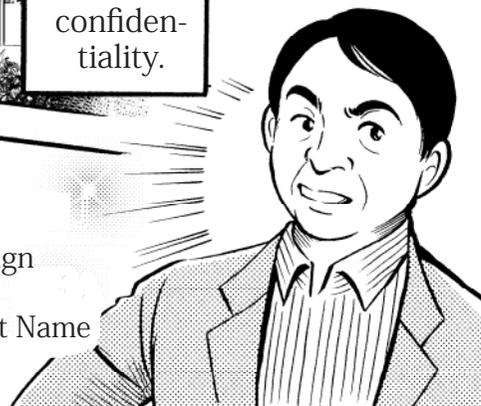
Core
technology
or
"know-how"
must be
treated
with
utmost
confidentiality.

The fight
against
piracy
of goods
began.

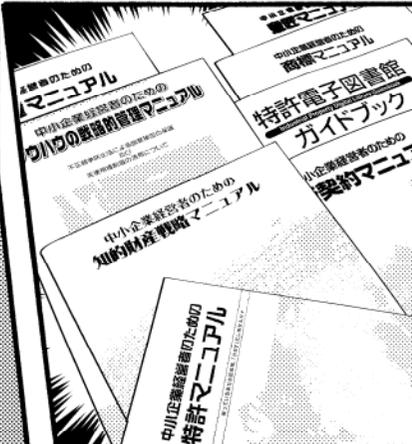
The
Intellectual
Property
Strategy
Team was
established.



Patent ← Technology
Design Right ← Design
Trademark ← Product Name

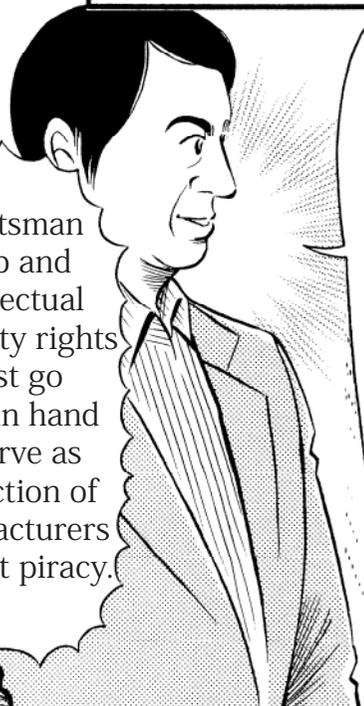


We continue
using the legal
means against
the manufacturing
company who
copied our
products.



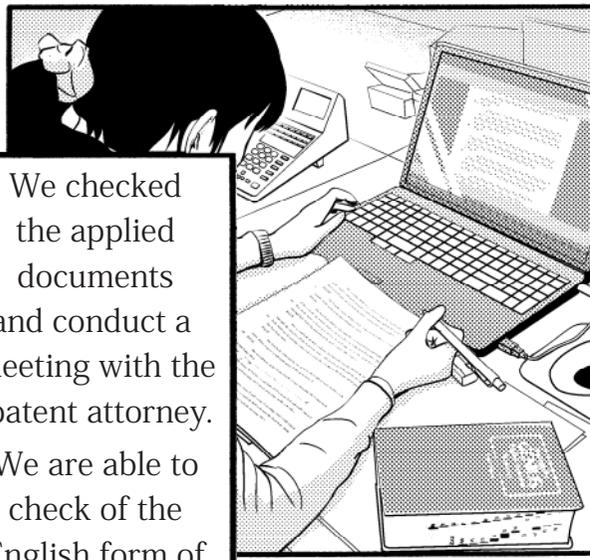
We have received
continued support
from the
"Metropolitan
Intellectual
Property Center"
and participated
on seminars
since 2012.

Craftsman-
ship and
intellectual
property rights
must go
hand in hand
to serve as
protection of
manufacturers
against piracy.



Without
strong
intellectual
property,
manufac-
turing
industries
could not
with-
stand
the
future.

We checked
the applied
documents
and conduct a
meeting with the
patent attorney.
We are able to
check of the
English form of
the PCT
application.

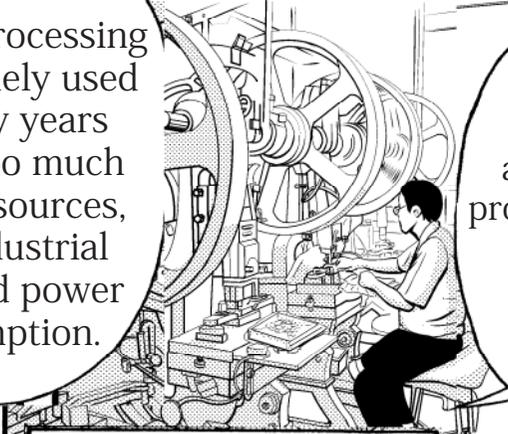
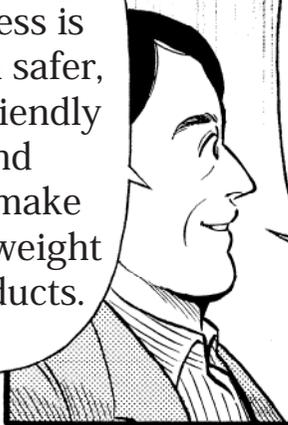


PCT:
Patent Cooperation Treaty

Pressing process is much safer, eco-friendly and can make light-weight products.

The wax processing that is widely used for many years caused too much loss in resources, huge industrial waste and power consumption.

Our company is incorporating an eco-friendly product technology in the factory to support the global environment.



Tokyo Factory (press working)

more user friendly
New C-move

We developed new products with the full use of high-skilled technology.

We try to acquire overseas market to sell our product that is proudly Japan made.

Design Right



This button is well-fitting for your thumb.



Plug part has a "Mermaid Line" and a "unique method" designed in 1/100 millimeter.

Partial Design Right

C-move UFO

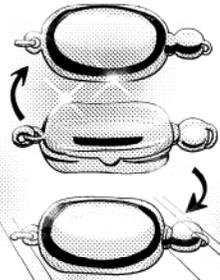
Trademark

It is known as part pressing projection.



Trademark

C-move Wink



Design that has "No Face and Back".

Internal composition is patented.

We will continue to work and serve for the future.

As a manufacturing company, we would like to transfer this kind of technology "Proudly Japan Made" to the next generation.

