


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.

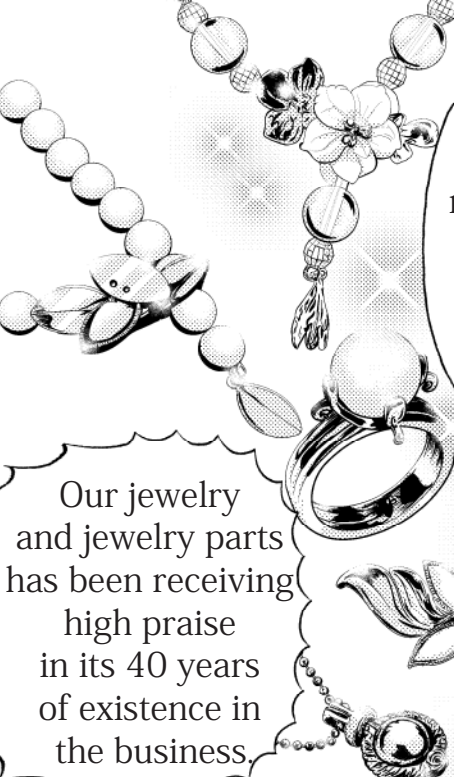
Sävel (Finnish word)
means
melody, note
or *tone*.



Pico (Spanish word)
means
peak, or point.

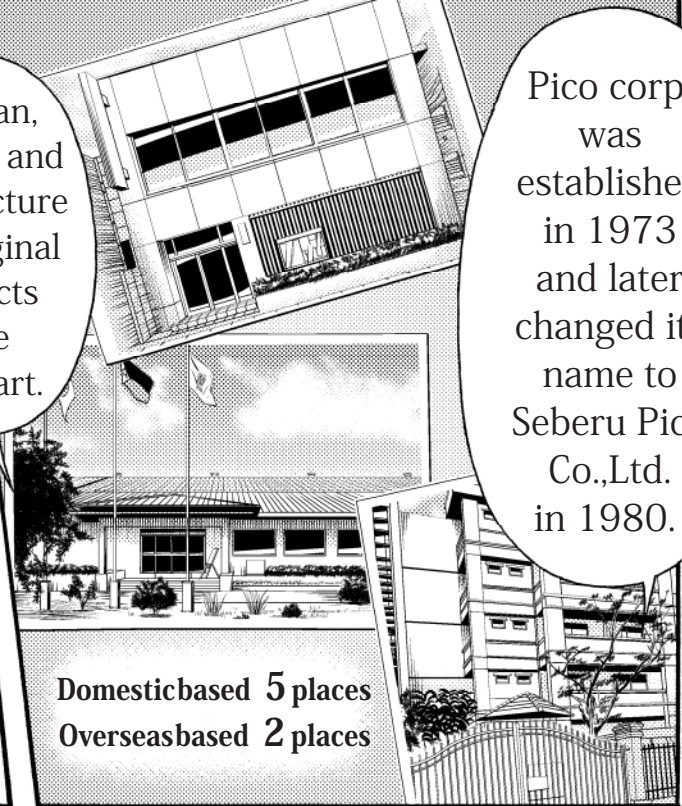


Our
company
name is
composed
of two
foreign
words.



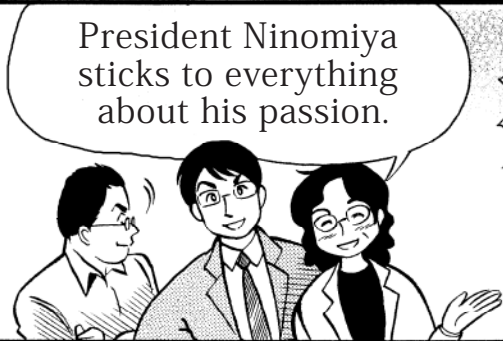
Our jewelry and jewelry parts has been receiving high praise in its 40 years of existence in the business.

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.

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.

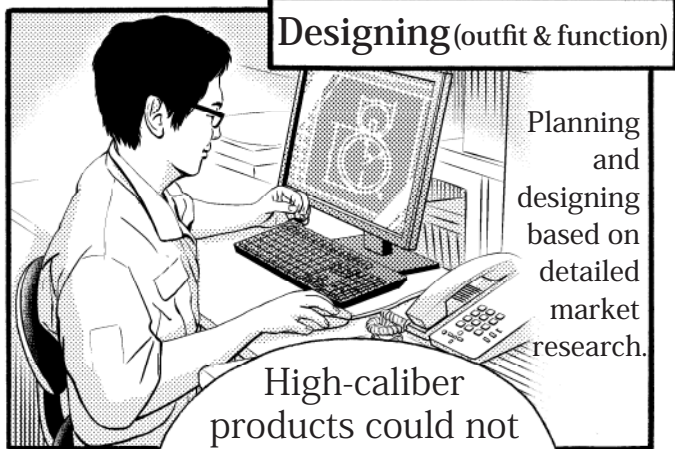


When the bubble economy collapsed, the market is widely reduced.



Very own skilled craftsman who make the original model.

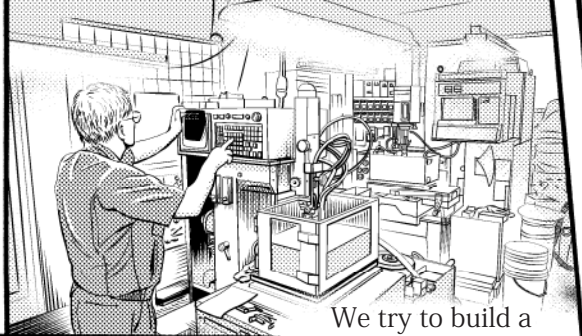
Original Model Making



Designing (outfit & function)

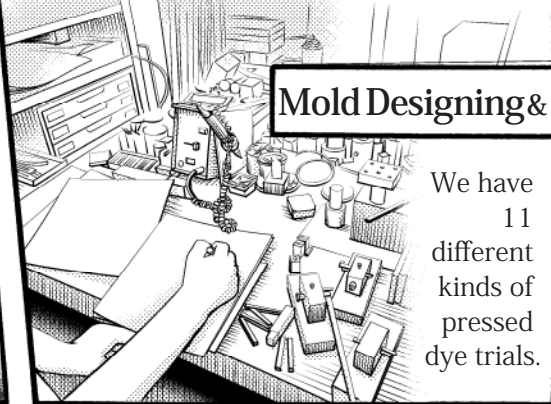
Planning and designing based on detailed market research.

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.



Mold Production Line

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



Mold Designing & Making

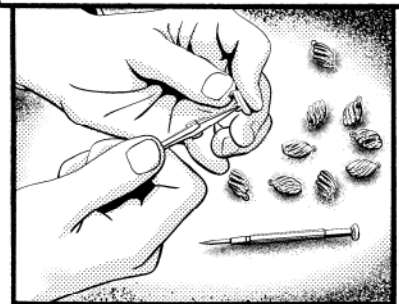
We have 11 different kinds of pressed dye trials.

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

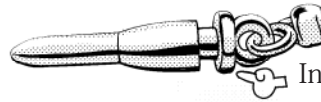
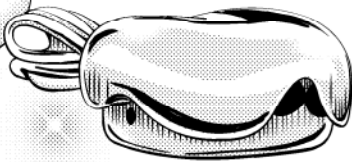


A beautiful form and easy-to-use

C-move Clasp

Many varieties of clasp designs

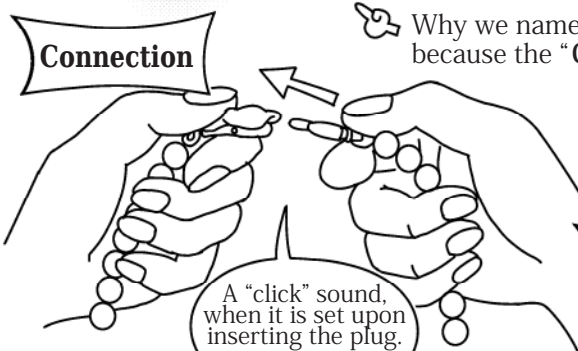
Japan and U.S.A. patented



Inserting of the plug is very easy.

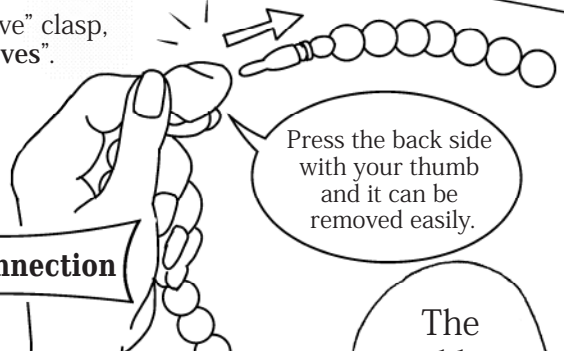
Connection

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



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

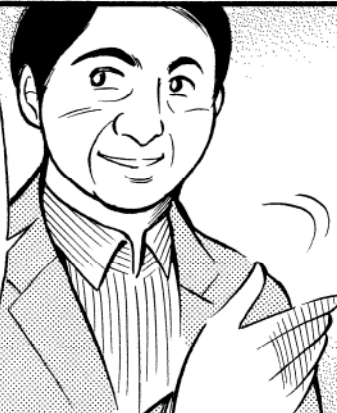
Disconnection



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

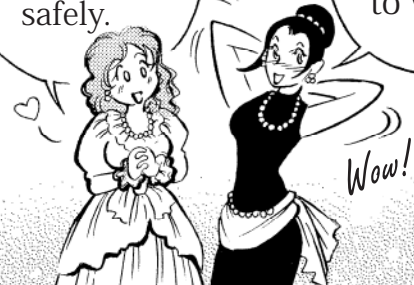
C-move clasp has a very big impact on the jewelry industry.

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.



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



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.



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



copies

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



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

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

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

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

The fight against piracy of goods began.

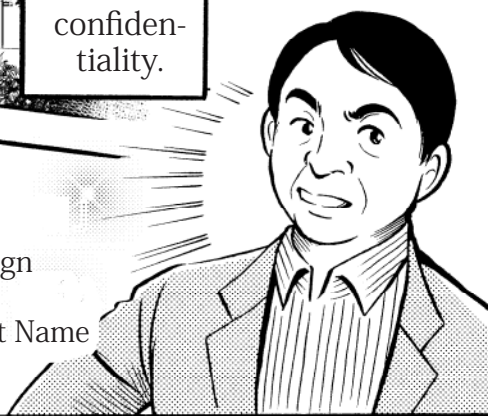
The Intellectual Property Strategy Team was established.



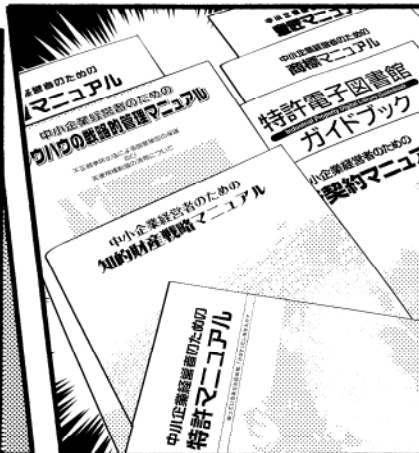
Patent ← Technology

Design Right ← Design

Trademark ← Product Name



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

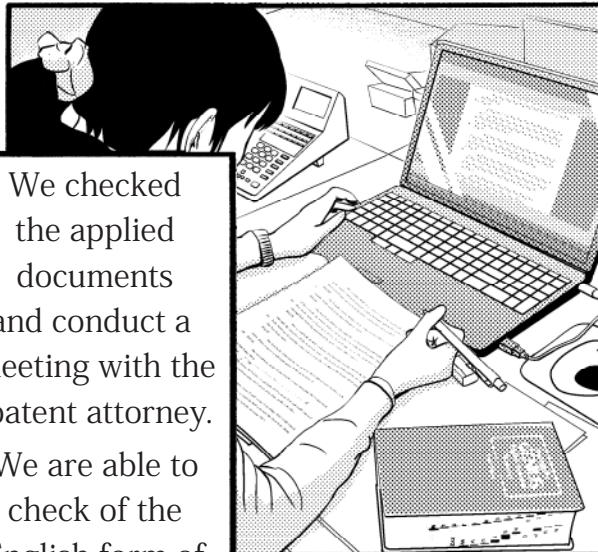


We have received continued support from the "Metropolitan Intellectual Property Center" and participated on seminars since 2012.

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

Without strong intellectual property, manufacturing industries could not withstand 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.

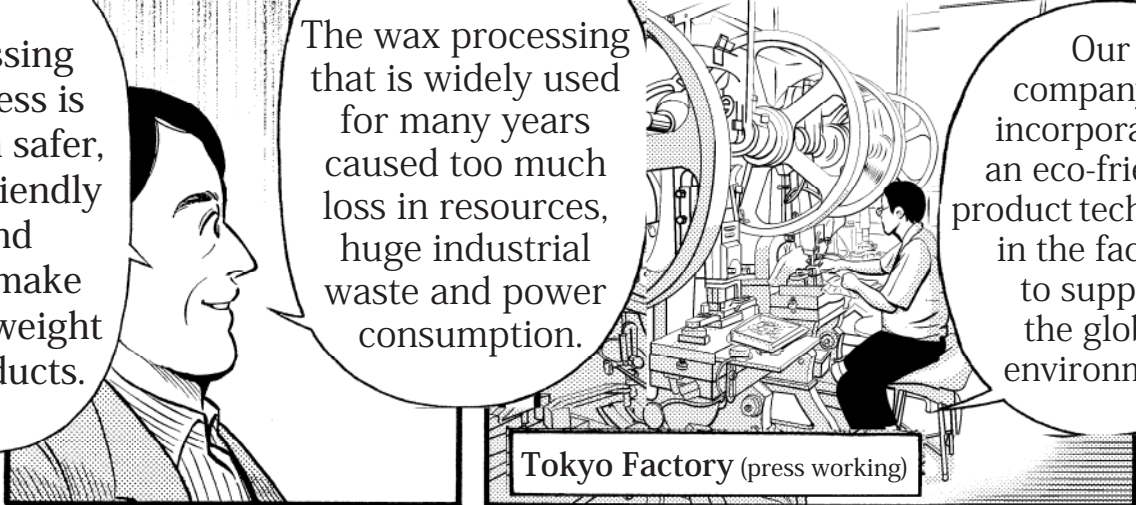


PCT:
Patent Cooperation Treaty

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



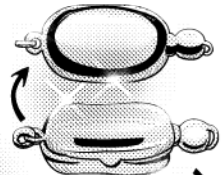
This button is well-fitting for your thumb.



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

Partial Design Right

C-move Wink



Design that has "No Face and Back"

C-move UFO

Trademark

It is known as part pressing projection.



Trademark

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.

