

Ohchi Nursery Ltd.

Hyogo Only One Company (selected in FY 2020)

[Company Profile]

Address	Kirara Street (Industrial Zone), Sannan Town, Tamba City, Hyogo 669-3154, Japan
TEL	0795-77-2311 (main line)
FAX	0795-77-2318 (main line)
URL	http://www.ohchi-n.co.jp/ (In Japanese)
No. of employees	190
Capital	50 million yen
Founding	September 1981
Representative	Tadashi Ochi

[Business Overview]

Manufactures, sells, imports, and processes natural materials relating to preserved flowers, dried flowers, and dried materials.

[Technology]

Ohchi Nursery processes various plants in ways that bring the best out of them with its high processing technology developed over the years since its establishment.



Different plants have a variety of different features. Ohchi Nursery acquired its know-how through trial and error, trying to figure out the best ways to preserve plants in their best condition and maximize their different features.

With the know-how it acquired over the years, today, Ohchi Nursery processes about 500 species of plants, ranging over about 3,000 subspecies with different colors.

[History of Development]

Mountain ferns grow naturally in Tamba. The former president of Ohchi Nursery practiced *ikebana* (flower arrangement), and being an *ikebana* practitioner, the former president came up with the idea of applying mountain ferns to *ikebana*, which led to the development of the Company's fern processing technology.

Back then, cotton processing was already an established technology; however, fern processing was yet unknown. The surface of a plant is protected by a coating of wax. The coating of wax of a mountain fern is particularly strong because mountain ferns need to be able to withstand wind and rain. Therefore, processing mountain ferns required special technology. Although the former president tried asking many people how mountain ferns could be processed, no one knew. Therefore, the former president developed his own processing technology from scratch through trial and error, which led to the development of the Company's fern processing technology.

[Originality]

The flower preservation industry comprises a large number of companies. However, most companies specialize in roses. Ohchi Nursery differs from other companies in that it developed the technology it has today completely on its own. In addition, since it had been processing various plants other than roses, Ohchi Nursery not only offers roses but also various other flowers, including chrysanthemums and lilies.

Another strength of Ohchi Nursery is its widespread purchasing network, which even extends overseas. In building its purchasing network, Ohchi Nursery puts effort into developing relationships based on trust with farmers by having staff actually visit farms, and by doing so, it has so far established a global network comprising over 80 suppliers in 25 countries overseas.

[Future Development]

Ohchi Nursery aims to develop even further through collaboration with the architectural industry, including interior and wall designers. Companies today tend to incorporate plants into their offices. Experts say that filling 10 to 15% of a room with plants best helps people feel more relaxed and reduces the risk of depression. Although the plants it offers are not raw but preserved ones, Ohchi Nursery looks forward to seeing an increasing demand from the architectural industry for the therapeutic effects of its plants, which are preservable in near-raw states over long-term periods.

In addition, there are some types of woods currently being disposed of. Ohchi Nursery aims to come up with ideas for preserving such woods over long-term periods.

[Topics]

Ohchi Nursery puts efforts into offering online exhibitions.



Due to the novel coronavirus, Ohchi Nursery was unable to hold exhibitions this year, which until the pandemic had been held annually in Osaka and Tokyo. Therefore, to introduce its new products and meet customer requests, Ohchi Nursery puts effort into offering online exhibitions.

Ohchi Nursery aims to enhance the color of its preserved plants in ways that will enable them to resemble natural greenery.

Ohchi Nursery also aims to find ways to bring out the best of its preserved flowers. In addition, since the indoor therapeutic effects that green plants have are stronger than those of flowers, Ohchi Nursery will put more efforts into improving its preservation technology for green plants. Ohchi Nursery aims to develop preserved plants displayable over long-term

periods and colored different shades of green depending on the season.

[Corporate History]

- 1955—Was founded as a mountain fern bleaching company. Developed technology for bleaching plants and subsequently began producing and processing plants.
- 1970—Saw an increase in export to Western countries. Subsequently, however, switched to importing raw materials from across the world and selling products primarily in Japan due to the oil crisis, which nonetheless led to an increase in the types of species the Company processes.
- 1980—Saw a great increase in sales of soft processing (preserved processing) of small *gypsophila elegans*.
- 1993—Built a new office building and factory at the Company's current location. Became the largest dried flower factory in Japan.
- 1995—Built a prototype farm and subsequently began trial cultivation of raw materials. Held the Company's first large-scale exhibition, which it continues to offer annually to this day.
- 2003—Began selling self-developed preserved roses before other companies in Japan. Built a new distribution center.
- 2004—Built Preserve No. 1 factory. Obtained ISO 9001 certification.
- 2007—Established an exhibition hall and training facility named the "Earth Matters Gallery" in commemoration of the founder on an area the size of 15,000 *tsubo*.
- 2009—Built Preserve No. 2 factory.
- 2010—Received the courtesy of being recognized as a superior report corporation.
- 2012—Built Production Division No. 2 factory.
- 2013—Opened a Facebook account.
- 2014—Obtained a utility model right for its blooming stem, a product that helps preserved roses bloom.
- 2015—Received the 32nd Community Contribution Award from Nikkan Kogyo Shimbun for excellent management.
- 2017—Was selected as one of the 300 Developing Small- and Medium-sized Companies (Ministry of Economy, Trade and Industry)
- 2017—Was selected as one of the Companies Driving Regional Growth (Ministry of Economy, Trade and Industry)
- 2020—Was selected as a Hyogo Only One Company.