

“Most Affordable and Best Quality”

“Isn’t it too good?! Sounds not true...”

“Well, it is true...”

RF has half the number of employees and twice the profit every year compared to other companies in the industry (*Investigation by credit-reporting agencies).
The other companies completely divide the sales staff and the technical staff, and their work fields (such as another company).

We, at RF, work for both sides, after-sales (technology) and sales.
Most of the sales staff are those who have worked with soldering iron at manufacturing site.
Therefore, the way of sales are awkward and not good.
We do not speak smoothly and perfectly. Always scolded by the doctors.

But we do not recommend easy replacement.
We cope with the repair somehow. Because they are engineers.
Only outstanding personality is earnest and hard working, and most of us are from Nagano, the rural place.
So, we play two roles.
As a result, the operating cost has been halved.

In addition, since we are from the engineer's side, we email all the requests from the doctors during the day, to the “Consult Anything” email address.
Topics to this email address are checked by the president all the time.
Instructions are usually sent to each person within an hour.
And we start to work for improvement from the next day.
This speed lowers development costs and save the time for cost reduction efforts.
As a result, the cost is half compared to other companies.
Time is money, you know.

At RF, we are working together as “Gocha maze”, working as team in various departments.
The number of people is 1/2 compared to other companies.
By doing multiple tasks alone, the time to decision has been reduced to 1/4, compared to other companies.
That is why we have doubled the profit with a product price of 1/2.

We invest our profit in research and development
for more of “Most Affordable and Best Quality”.

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RF Co., Ltd. President and CEO
Jiro Maruyama