

On a firm footing with Simon's anti-slip technology

Workplace safety is the number one goal at Simon Corporation, a company that harnesses over 70 years of experience to create state-of-the-art slip-resistant footwear that prevents accidents on the factory floor.



"Many occupational accidents are caused by slips and falls."

Kazunori Toshioka,
President,
Simon Corporation

A company that celebrates its 75th anniversary in 2023, Simon Corporation specializes in market-leading safety shoes whose cutting-edge anti-slip technology protects against accidents at factories in a range of industries. "We pride ourselves on creating products of the highest quality, so that when our customers take one look at our shoes, they feel safe and secure," says President Kazunori Toshioka.

This dedication to quality means that automation is a feature of several of the company's production lines, while at the same time, Simon Corporation continues to focus on skilled hand craftsmanship in par-



A+A 2019 (Germany)

ticular processes. "Processes such as the cutting of the leather are automated, but the sewing process is still done manually," Mr. Toshioka explains. "The manufacturing of the sole itself and processes such as



Simon Headquarters (Japan)



PT. Indonesia Simon (Indonesia)



Vietnam Simon Safety Industries (Vietnam)

mounting can be done on a separate machine. But fine polishing of the sole and the shoe, as well as specific cutting processes (besides attaching), are done by hand."

The fulfillment of Simon corporation's mission to "deliver safety for all" also comes down to the working culture instilled at the company's production sites in Japan, Thailand, China, Indonesia and Vietnam. "Each individual takes responsibility for ensuring that there are as few defects as possible in their sphere of control, so at the next stage in the assembly line, defective items are properly identified," Mr. Toshioka



Yanaizu Factory (Japan)



Thai Simon Safety Industries (Thailand)



Yantai Simon Safety Shoes Manufacturing (China)

says. "This philosophy – that the next person in the assembly line is also who we service – ensures that we continually create the best products possible."

A flagship product at Simon is the SX 3-layer shoe, which features independently movable rubber cleats for grip; a polyurethane midsole for shock absorption; and a rubber frame sole for stability. "The SX 3-layer shoe's slip-resistant technology is what we pride ourselves on," Mr. Toshioka says.

"When it comes to the sole, the way it's created is similar to how an analogue calculator works, where when you push one button, the other buttons around it don't move. If one of the sole's rubber cleats touches the ground, the rest of the cleats don't move and so the sole does not change shape, thus ensuring the shoe maintains a firm grip and improves slip resistance."

In addition to preventing accidents, Simon Corporation's shoes are not only extremely comfortable

to wear, but also offer long-term health benefits to their users.

"I used to run marathons, but ended up with plantar fasciitis. As a result, the soles of my feet were inflamed and very painful for about two years," Mr. Toshioka recalls. "It hurt to walk and even stand. I've heard from clients with inflamed soles or similar injuries, who are on their feet most of the day. From my own experience, I can sympathize with those that suffer this type of pain. Once, on a visit to a tire maker, a worker told me that his soles hurt but wearing our shoes eased this pain. When I had my injury, I couldn't wear regular business shoes, but our SX 3-layer shoes brought me some pain relief. The cradling insoles really helped me."

Simon Corporation, which also manufactures protective gloves, aims to strengthen the global market expansion of its products and diversify the range of applications for its footwear.



SX 3-Layer Shoes

"In terms of our international strategy, we'll continue to expand our presence in the ASEAN region and China," Mr. Toshioka notes. "On top of that, we're trying to penetrate the European market. Within Japan, our strategy is to expand the application of our shoes beyond the manufacturer's factory floors. We want our safety shoes to be widely used in the service sector, as well as the warehousing, logistics, food and beverage, and medical sectors. We believe it is important to diversify their application, especially considering Japan's aging population."



SX3-Layer Soles