



はばたく 2017

中小企業・小規模事業者 300社／商店街 30選



山陽クレー工業株式会社

岡山県備前市

生産性向上 需要獲得 担い手確保

ものづくり

サービス

ポイント

地域産業資源「クレー」の高品位及び高機能化を目指すとともに、積極的な後継者育成に取り組む研究開発型製造企業

- 大学・工業技術センターとの研究開発に注力しノウハウを蓄積。品質優位性の高い新製品開発を実現している
- 現社長の指導力と卓越した後継予定者の行動力がベストマッチ。効率化や補助金活用による設備投資が実現
- 小学校の社会科見学等を通じ、「クレー（地域産業資源）」製造の伝承に努めている（NHK 放映有）

企業基本情報

所在地	岡山県備前市吉永町南方 840-1
電話 / FAX	0869-84-3121 / 0869-84-3125
URL	http://sanyou-c.sakura.ne.jp/
代表者	代表取締役 瀧本 弘治
設立	1940 年
資本金	4,500 万円
従業員数	12 人



会社概要

同社は、国内で唯一と言える「湿式クレー」と「乾式クレー」の両生産体制を備える製造工場である。1990 年代には同業が約 30 社超あったが、現在では、湿式クレー製造工場として存続しているものは全国で 5 社（うち岡山県内に 3 社）となっている。また、同社が製造するクレーは、地域産業資源の一つであり、主にゴム、塗料、接着剤、農薬、医薬品などのキャリアー（各製品の機能を発揮させるための潤滑材の役割を果たす必要不可欠な素材）として使用されている。



工場内

革新的な製品開発や創造的なサービスの提供に関する取組の内容

▶▶▶ 地域産業資源「クレー」の品質向上と地場産業の活性化に注力している

クレーは天然の鉱物資源であるがゆえ、一部、低品位化してきているものが見られる等、品質のバラツキが問題となっている。同社では、この問題を解決すべく、粉粒体供給機を導入。これにより、高品質なクレー製造を可能にする組成成分のコントロールが実現し、品質向上と安定化が継続的に図れるようになった。今後も地元の天然鉱物資源を活かした製品づくりに努め、地場産業の活性化に努めていく。



作業風景

▶▶▶ 経営者と後継予定者が一体となり事業承継に取り組む模範的事業所

2015 年 4 月社会人経験を経た息子が後継予定者として家業に入り、事業承継への取組を開始。その過程で後継予定者が担当となり、製品品質の向上及び生産体制の効率化を推進。「経営革新計画策定」、「事業価値を高める経営レポート作成」等を経て、「ものづくり補助金（2015 年度補正）」の採択も得ることができた。これにより、価格競争に巻き込まれない高品質クレーの製造が前進。競合他社にはない品質優位性の確立に成功した。



岡山県商工会連合会主催「おかやま後継者アカデミー」への参加風景

▶▶▶ 「微細粒度・安定組成の新クレー開発」による品質優位性の確立を実現

同社が新開発した「微細粒度・安定組成の新クレー」の革新性は、最新の「粉碎設備」及び「粉粒体供給設備」を導入し、国内では当社でしか成し得ない一貫生産体制（乾式・湿式製法）による製品化に成功したことである。これにより、空気・水・ガス等のバリア性が向上した樹脂製品等の開発が可能となり、同社のクレー素材を通じ、環境性の向上、安全性向上が期待できる画期的な新商品開発に貢献することができる。



国内唯一の自社湿式・乾式の 2 工場体制
【上】湿式の第 1 工場、【下】乾式の第 2 工場

生産性向上

需要獲得

担い手確保



V I B R A N T HABATAKU 2017

Small and Medium
Enterprises

300

Shopping
Districts

30



Ministry of Economy, Trade and Industry Small and Medium Enterprise Agency

SANYOU CLAY INDUSTRIAL Co., Ltd.

Bizen City, Okayama

Productivity Enhancement

Demand Increase

HR Acquisition

Manufacturing

Service

Point

It is a research & development and manufacturing company which aims to achieve high rank and high function for “clay,” a local industry resource, as well as to actively cultivate successors

- They have accumulated know-how through research and development in collaboration with universities and industrial technique centers. They have succeeded in development of new products with high quality
- The leadership of the incumbent President and the prominent energy of a future successor are making a good match. They have realized a capital investment through streamlining and making use of subsidies
- Through occasions such as primary school excursions for social studies, the company has been making efforts to pass over its manufacturing skills of “clay (local industrial resource)” (broadcasted by NHK)

Company Profile

Location	840-1, Minamigata, Yoshinaga-cho, Bizen City, Okayama
TEL/FAX	+81-869-84-3121/+81-869-84-3125
Website	http://sanyou.c.sakura.ne.jp/
Representative	Representative director Koji Takimoto
Establishment	1940
Capital	45 million yen
Employees	12 employees



Company Overview

It is the only manufacturing plant in Japan which is equipped with a production system for both “wet clay” and “dry clay.” In the 1990s, there were approximately over 30 companies in the same industry. Nowadays, however, there are only 5 companies in Japan (three of them are in Okayama Prefecture), which exist as manufacturing plants of wet clay. The clay manufactured by the company is among the local industry resources and is mainly used as a carrier (materials which play a lubricative role and are indispensable for making each product function) for rubber, paint, adhesive, pesticide, and medication.



Inside the plant

Efforts for innovative product development and creative services

▶▶▶ They have been working on improvement of quality of “clay,” a local industrial resource, as well as on revitalization of local industry

There being some clay with low quality, variance in quality has been a problem. This is due to the fact that clay is a natural mineral resource. In order to solve this problem, the company introduced a supplying machine of powder and granular material. This has enabled a control over the composition elements which makes manufacturing of high-quality clay possible, thereby allowing continuous improvement of quality and stabilization. They will continue to aim at manufacturing of products which use local natural mineral resources as well as at revitalizing of local industry.



Scenes from work

▶▶▶ It is a model business where the management and the anticipated successor are integrally involved in business succession

In April 2015, a son who has already experienced working for other companies joined this family business as a future successor, starting efforts for the business succession. In the course of this succession, the future successor promoted the improvement of product quality as well as the streamlining of the production system. Through the “establishment of management innovation plan” and “preparation of management report to enhance business value,” the company succeeded in obtaining “subsidies for manufacturing (confection in 2015)”. This has pushed forward the manufacturing of high-quality clay which does not involve price competition. They have thus succeeded in establishing their edge in quality over their competitors.



Photos of the company participating in the “Okayama Successors' Academy” held by the Chamber of Commerce Association of Okayama Prefecture

▶▶▶ Establishment of edge in quality by “development of new clay with fine granular and stable composition”

What is innovative about the “new clay with fine granular and stable composition” newly developed by the company is that, by introducing the latest “grinding facility” and “supplying machine of powder and granular material”, the company has succeeded in commercialization of products through an integral production system (dry-type and wet-type manufacturing), which is only possible in Japan by the company. Thanks to this system, the company is now able to develop resin products with improved ability to block air, water, and gas. They are thus able to contribute, through their clay materials, to the development of new innovative products for which improved consideration for environment and safety can be expected.



The only 2-plant system in Japan with facilities for wet clay and dry clay
[above] Plant No.1, wet type
[below] Plant No.2, dry type

Productivity Enhancement

Demand Increase

HR Acquisition