

Nakamura Brace Co., Ltd.

Expert in prosthetics and orthotics is launching original ostomy pouching system for colostomates and ileostomates

www.nakamura-brace.co.jp/e

Nakamura Brace Co., Ltd.
132 Ohmori
Ohda, Shimane 694-0305
JAPAN

Founded in:	1974
Incorporated in:	1982
No. of employees:	70
Type of Ownership:	private
Primary stock exchange:	N/A

September 2013: Led by charismatic entrepreneur, Mr. Toshiro Nakamura, Nakamura Brace has developed a variety of custom-made prosthetic and orthotic product lines. By leveraging its advanced expertise and innovative spirit, the company has invented an efficient and skin irritation-free ostomy pouching system. Venture Valuation (VV) interviewed Mr. Toshiro Nakamura, Founder and President.



VV: What are the characteristics of your new ostomy pouching system, Jus-stoma™ Flat Type?

Nakamura: Jus-stoma™ Flat Type is the set of a stoma holder, which is made of silicone rubber, a plastic supporting board, a Velcro belt, and a package of 100 sheets of noise reduction plastic pouch (see below). It costs in Japan 25,000 Yen (approx. US\$250), reasonably-priced.



Silicone rubber is well-known for its biocompatibility, which means it is extremely gentle on the skin without causing discomfort or irritation. We have a long experience in applying silicone rubber for orthotics and prosthesis such as insoles, artificial breasts and limbs.

Being adhesive-free, Jus-stoma™ Flat Type allows users to remove its belt and clean around the stoma whenever they wish. All parts are washable and replaceable. This is a great advantage for users as well as



caregivers for bedridden or physically challenged patients.

Furthermore, Jus-stoma™ Flat Type is compatible with literally any type of disposable plastic bags. This helps users change bags frequently for hygienic purposes, without worrying about the cost. For your reference, those with sensitive skin tend to spend yearly a few hundred thousand Yen (a few thousand US dollars) for other makers' pouch supplies.

Jus-stoma™ Flat Type is a custom-made product. Users will provide us with the diameter of their stoma and their waist size. Our customer care staff is happy to accommodate individual needs.

We also provide one-sized Jus-stoma™ Flat Type for emergency use. The silicone rubber part should be trimmed by scissors to fit the size of stoma and the belt is adjustable from 70 to 120cm. Recently local government has been showing an interest in purchasing large quantities in case of natural disasters such as earthquakes.

VV: Jus-stoma™ is currently available in Japan only. Is it available from abroad?

Nakamura: We are globally looking for distributors for Jus-stoma™. As a small company focusing on product research and development, we rely on them to register our medical device with the competent authority in the country concerned. As an example, the silicone rubber shoe insole products, our source of steady sales since 1982, are distributed over 30 countries.

VV: You mentioned earlier that Jus-stoma™ is one of your original silicone rubber-based product lines. What are the others?

Nakamura: The insole that we invented is, in fact, the first silicone rubber-based one in the world. At our Medical Art Research Center established in 1991, we have so far developed two major silicone rubber-based product lines along with Jus-stoma™ ostomy pouching system.

The one is Vivify breast prosthesis that can be worn after a mastectomy. It is custom-designed with the original pneumatic structure that we have developed. The other is Skillner prosthetic limbs for people who have lost a body part. They are also all hand-made. Our highly skilled technical designers are able to reproduce skin color, veins, nails, and any detailed characteristics.

VV: How do you encourage creativity in your business?

Nakamura: You may notice that sign "THINK" in large letters on A4-size paper is stuck on the wall everywhere in the company. We have to think hard to



understand our users' emotional status and how to improve their comfort level. In other words, we always try to find a better solution and share happiness with them.

At our weekly meeting, we present ideas and discuss them together. Jus-stoma™ Flat Type is one of the results of our constant research and development efforts.

To maintain a competent workforce, we primarily hire and train local young people who wish to become skilled at medical art. When founding the company, I intentionally located the head office in my deserted hometown, Ohmori (with the population of about 400), with the aim of invigorating the local economy and reviving the hard-working silver mining culture rooted in the 16th century.¹

We are, however, fortunate that young people come to learn at our company not only from different parts of Japan but also from various countries. This also fosters creativity via the exchange of different opinions and points of view.

VV: How would your company like to grow?

Nakamura: We will, first, sustain competitive advantage. Our expertise is the combination of scientific precision and artistic skills. We have set a new benchmark for the industry.

Second, our company will excel in improving practical and high quality products in creative ways. The use of high-tech applications such as robotics for prosthetics and orthotics is still extremely costly for many people. So we always make an effort to find a hands-on solution. As an example, instead of providing our products in Philippines, a developing economy, we gave technical advice to local bamboo artisans that they should manufacture prosthetic legs with bamboo, a locally available and affordable material.

Finally, we will contribute globally and grow locally. We hope our company will continue to thrive for years, perhaps, over 100 years.

VV Comments after the interview:

According to the ResearchMoz report dated July 22, 2013, the global ostomy and incontinence products market is expected to reach US\$5.51 billion by 2016. The market is to grow at a compound annual growth rate of 5.51% over the period from 2012-2016.

¹ Iwami Ginzan Silver Mine and its Cultural Landscape was listed in 2007 as a UNESCO World Heritage Site.



Jus-stoma™ Flat Type ostomy pouching system shows a promising advantage in a global market segment where several hundred thousand people are suffering from skin discomfort and irritation, odors, and cost issues. Moreover, it offers a comfortable care solution to bedridden colostomates and ileostomates together with their nursing professionals.

Being a respected and successful company in the remote community of Ohmori, 830km west of Tokyo, Nakamura Brace may be the center of a growing medical art cluster. Encircled with beautiful and quiet nature as well as historical points of interest, Ohmori area is a potential medical tourism destination for people who come to consult and wait for their prosthetics and orthotics to be customized by Nakamura Brace.

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