

Aianju Co., Ltd.

Top Message

President and Representative Director

Takashi Sunaga



Contributing to the advancement of the community-based integrated care model through the rental and sale of assistive equipment and barrier-free home renovations

We operate 17 locations across the Tokai, Kinki, and Kanto regions.

Our core strength lies in delivering comprehensive, life-stage support through a one-stop solution that integrates assistive equipment rental and sales with barrier-free home renovations.

By making assistive equipment more accessible and approachable, we aim to help local communities lead healthy, vibrant lives.

Our new store model integrates nursing care shops directly into Group-managed medical complexes, uniting medical and care services to smoothly support patients' transition to in-home care.

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Established	December 2002

Business Plans and Policies

We position rental business profitability as a core driver to strengthen the Group's earning power. To achieve this, we will expand our share of in-house rental inventory, deliver value-added services, and advance bundled offerings that integrate rental products with barrier-free home renovations.

We also fully leverage our IT-driven rental support system for assistive equipment to transform our sales approach and boost operational efficiency.

To further enhance service quality, we are implementing strategic role specialization among our certified assistive equipment advisors. This initiative includes establishing a dedicated "Fitting Support" team for customer follow-ups and strengthening responsive coordination with care managers.

These initiatives will allow us to respond flexibly to market and customer needs, providing unparalleled services tailored to each region.

Future Policies

Guided by our Group philosophy of "co-creating and sharing value," we are committed to deepening our engagement with local communities.

We will actively participate in community events to raise awareness of assistive equipment and build close relationships with local residents to support preventive care initiatives. Furthermore, our initiative to donate refurbished rental wheelchairs to care facilities, hospitals, and elementary schools embodies the Group's materiality of "Consideration of the Health of the Earth," serving as a concrete contribution toward realizing a circular economy. By delivering peace of mind and fulfillment through the community-based integrated care system, we will continue to foster a virtuous cycle of mutual growth for both our business and society.

