



## Kobayashi: Warming Hands Around the Globe

### WHO IS KOBAYASHI?

Kobayashi Pharmaceutical Co. Ltd. is a Japanese pharmaceutical company that manufactures innovative products for improving the quality of life. They create and distribute an array of healthcare products, including *BeKool*® cooling gel sheets, *Cura-Heat*® air-activated heat packs and *HotHands*® Warmers, the #1 Air-Activated Warmer in America.

### THE STORY

Daniel Yim, President of Kobayashi Consumer Products, has been a native of Dalton, Georgia nearly his entire life. Over 50 years ago, his parents, Chang and Alice Yim, came to America to study in college and settled in Dalton, where they continue to live today.

In 1989, the Yims started Heatmax, Inc. and began distributing *HotHands*® to Walmart. In 1991, they brought their son Daniel - who attended Georgia Tech and completed his degree at the University of Georgia - on board from Atlanta to manage the manufacture of *HotHands*® Warmers.

In the mid-2000's, Japanese-based pharmaceutical company, Kobayashi, sought to expand its footprint in the U.S. and acquired Heatmax to accomplish that task. This signaled a new dawn of manufacturing for the company, as Kobayashi introduced new technologies that improved efficiency and speed of production. Today, nearly half a million warmers are produced every day in the Dalton facility. That totals more than 150 million warmers a year.

Kobayashi opted to keep the company's headquarters in Georgia because of the access to a great workforce and the convenience of the interstates to Hartsfield-Jackson Atlanta International Airport and the rest of the country. They maintain a competitive advantage over other companies who depend on imports by better controlling their costs and inventory through local manufacturing and reacting quicker to customer needs.

"The weather is also very temperate," said Yim. "We don't have the harsh colds of the North that cause stoppages."

### Company:

Kobayashi

### Industry:

Small Business  
Manufacturing

### What Georgia provided

#### Kobayashi:

- Partnership with GDECD's International Trade team on global missions and tradeshows; introductions to new distributors and buyers in Europe.
- Partnership with Dr. W. Bradley Fain and the Georgia Tech Research Institute's Human Systems Engineering Branch on several research and development projects.
- Access to workforce from state and local colleges including the Georgia Institute of Technology, University of Georgia, Georgia State University, and Dalton State College.



The company is divided into three divisions – Kobayashi Healthcare International (KHI), Kobayashi American Manufacturing (KAM), and Kobayashi Consumer Products (KCP). It is led by a team of three – KHI President & CEO, Norikazu Toyoda, KAM President and CEO, Kenji Yamashita, and KCP President, Daniel Yim.

Kobayashi utilizes a high degree of automation in their manufacturing process and employs nearly 200 people, giving them the ability to meet the needs of the retailer quickly. They sell to almost every retailer in the U.S. – including Walmart, Walgreens, CVS, The Home Depot and Lowe’s – and reach 80% of the American outdoor/heat pack market. They have also generated new distributors and buyers abroad by partnering with the Georgia Department of Economic Development (GDEcD)’s International Trade team for global missions and tradeshows.

Today, Kobayashi touches nearly every region of the world with offices in the US, Japan, London, Shanghai, Taiwan, Singapore, Thailand, Malaysia, Hong Kong, Indonesia, the Philippines and Australia.

When asked about the future, Daniel speaks with excitement. “Kobayashi hopes to make additional acquisitions globally, to continue to invest in research and development in Georgia, and to start the incubation of new products that will improve the lives of people.”

### HOW GEORGIA HELPED

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- Access to workforce from state and local colleges including the Georgia Institute of Technology, University of Georgia, Georgia State University, and Dalton State College.

“Georgia is very pro-business. You have great corporations like The Home Depot, Coca-Cola and UPS, who are headquartered here, and there’s a great talent pool to choose from. Between the small business credits, great infrastructure and temperate climate, you can’t beat doing business in Georgia.”

– Daniel Yim, President, Kobayashi Consumer Products, LLC

