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Delivering Exceptional Cost Advantages

The Concept of Lifetime Cost

When the term "cost" is used, it generally refers to the initial cost of purchasing a product. As a result, considerable attention is often paid to the purchase price. This is understandable, as the purchase price is closely related to the product's features and quality. However, in recent years, the idea that greater emphasis should be placed on Lifetime Cost—the initial cost plus the "true cost" incurred throughout the product's life—has become increasingly mainstream.

What's Lifetime cost?
Check the infographic

Not Initial Cost, but "Lifetime Cost"

When purchasing a product, cost is often considered to consist only of the product price and installation cost (initial cost). However, various other expenses are incurred throughout the product's operating life. During operation, various expenses arise, including maintenance, repairs, replacement parts and energy costs. Yamamoto believes that when selecting and purchasing equipment, attention should be focused on the "Total Life-Cycle Cost = Lifetime Cost", covering everything from introduction and operation to final disposal.

Reducing Both Initial Cost and Lifetime Cost

"Lifetime Cost" refers to the total cost incurred throughout a product's life, including purchase, installation, operation, maintenance, and disposal. To reduce this cost, it is essential to provide durable products with few breakdowns and to maintain a system that supplies parts at reasonable prices and enables repairs over the long term. Yamamoto has been committed to these two principles long before the term "Lifetime Cost" became widely used.

97% In-House Manufacturing Supports Outstanding Lifetime Cost Performance

"Building durable products with minimal failures" and "Providing parts over the long term at fair prices" have been Yamamoto's unwavering philosophy since its founding. To realize this vision, we manufacture virtually all machine components in-house (excluding purchased items), achieving an in-house production rate of over 97%—a level rarely seen anywhere in the world. This is highly regarded in the global market. Whether in terms of initial purchase price, quality control, or maintenance and service, our exceptional cost performance is made possible by this high in-house production rate.

Proud to Build Products That Last

Some believe that encouraging customers to replace equipment with new models frequently is more profitable. We believe that providing durable, cost-effective products and ensuring customer satisfaction are what encourage customers to choose Yamamoto again. Using products for a longer time is an investment in the future. Extending the life of washing machines helps reduce environmental impact. Sustainability has always been one of our foundations.

Lifetime Cost = Purchase Cost + Installation Cost + Operating Cost + Maintenance Cost + Disposal Cost

Lifetime Cost:
The Total Life-Cycle Cost associated with purchasing, installing, operating, maintaining, and disposing of equipment.

"CO_2 Reduction and Support for Creating Richer Oceans Early Participation in Blue Carbon Offset"

Although global warming has been a global concern for many years and various countermeasures have been implemented, its effects show little sign of abating. The extreme heat experienced in recent years is no longer an anomaly. It seems to be becoming the norm. Accelerating global warming signals the arrival of a growing environmental crisis.

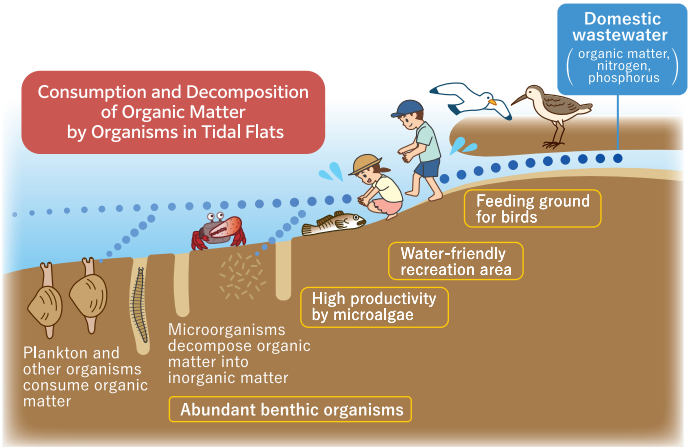
"Greenhouse Gas Concentrations Continue to Rise Reducing CO_2 Is an Urgent and Critical Challenge."

The atmosphere surrounding the Earth contains gases such as carbon dioxide, methane, and fluorocarbons that absorb infrared radiation emitted from the Earth's surface and re-radiate it back toward the earth's surface. Thanks to these greenhouse gases, Earth's average temperature has remained suitable for life. However, atmospheric concentrations of greenhouse gases have risen rapidly. In particular, the increase in CO_2 has been a major contributor to rising global temperatures and global warming. Since CO_2 accounts for about 60% of the causes of warming, reducing emissions is a global challenge for humanity.

▲First Onomichi City J-Blue Credit Exchange Meeting

"Tidal Flats and Seaweed Beds Are Disappearing Reconsidering Their Importance."

Tidal flats are muddy or sandy areas formed by rivers and tides, while seaweed beds are areas in calm bays and rocky coastal zones where marine vegetation grows. Both support diverse ecosystems, decompose organic matter, purify seawater, and absorb CO_2. However, throughout the Seto Inland Sea region, industrial development and coastal construction have led to a rapid decline in tidal flats and seaweed beds, significantly affecting the fishing industry. The importance of tidal flats and seaweed beds, which support marine ecosystems and contribute to CO_2 reduction, is being increasingly recognized. Consequently, initiatives to conserve and restore tidal flats and to protect and expand seaweed beds are underway across Japan.



Blue Carbon Offset Project by Onomichi City and the Urashima Fisheries Cooperative

As part of the Blue Carbon Offset Project, Onomichi City and the Urashima Fisheries Cooperative (Onomichi City, Urasaki Town) absorb and reduce CO_2 through tidal flats and seaweed beds to help combat global warming. The resulting carbon reductions are converted into carbon credits and sold to companies and organizations. The first public sale of carbon credits was recently conducted, with 16 companies from both inside and outside Onomichi purchasing credits. Yamamoto was among the early purchasers, demonstrating its support for the Blue Carbon Offset Project. The initiative includes planting eelgrass seeds to expand seaweed beds, helping prevent global warming while restoring abundant marine life and productive fisheries. This vision aligns closely with Yamamoto's commitment to a sustainable society.

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