

# Sanyo

For other uses, see [Sanyo \(disambiguation\)](#).

Sanyo Electric Co., Ltd.



The Sanyo logo used since 1987

<b>Native name</b>	三洋電機株式会社
<b><u>Type</u></b>	<a href="#">Subsidiary</a>
<b>Industry</b>	<a href="#">Electronics</a>
<b>Founded</b>	1947; 73 years ago April 1950; 69 years ago (incorporated) <sup>[1]</sup>
<b>Founder</b>	<a href="#">Toshio Iue</a> <span><span></span></span>
<b>Headquarters</b>	<a href="#">Moriguchi, Osaka, Japan</a>
<b>Key people</b>	Seiichirou Igaki (president) <sup>[1]</sup> <ul style="list-style-type: none"><li>• <a href="#">Consumer electronics</a></li><li>• <a href="#">dry batteries</a></li></ul>
<b>Products</b>	<ul style="list-style-type: none"><li>• vacuum cleaners</li><li>• <a href="#">cellular phones</a></li></ul>
<b>Revenue</b>	▼ <a href="#">¥84.678 billion (2018)</a> <sup>[2]</sup>
<b><u>Operating income</u></b>	▼ <a href="#">¥6.590 billion (2018)</a> <sup>[2]</sup>
<b><u>Net income</u></b>	▼ <a href="#">¥4.983 billion (2018)</a> <sup>[2]</sup>
<b><u>Total assets</u></b>	▼ <a href="#">¥106.304 billion (2018)</a> <sup>[2]</sup>
<b><u>Total equity</u></b>	▲ <a href="#">¥64.832 billion (2018)</a> <sup>[2]</sup>
<b>Number of employees</b>	104,882 (consolidated) 9,504 (non-consolidated) (March 31, 2010) <sup>[3]</sup>
<b><u>Parent</u></b>	<a href="#">Panasonic</a>
<b>Website</b>	<a href="#">sanyo-av.com</a>

**Sanyo Electric Co., Ltd.** (三洋電機株式会社, *San'yō Denki Kabushiki-gaisha*) (stylized as SANYO) is a Japanese electronics company and formerly a member of the [Fortune Global 500](#)

whose headquarters was located in [Moriguchi](#), [Osaka prefecture](#), Japan. Sanyo had over 230 subsidiaries and affiliates.<sup>[3]</sup> Sanyo was founded by [Toshio Iue](#).

On December 21, 2009, [Panasonic](#) completed a 400 billion yen (\$4.5 billion) acquisition of a 50.2% stake in Sanyo, making Sanyo a subsidiary of Panasonic.<sup>[4][5]</sup> In April 2011, Sanyo became a wholly owned subsidiary of Panasonic, with its assets integrated into the latter's portfolio.<sup>[6]</sup>



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## History

### Beginnings



Old logo, used from 1961 to 1987



Transistor radio, model 8S-P3, released in 1959

Sanyo was founded when [Toshio Iue](#) the brother-in-law of [Konosuke Matsushita](#) and also a former [Matsushita](#) employee, was lent an unused Matsushita plant in 1947 and used it to make bicycle generator lamps. Sanyo was incorporated in 1949; in 1952 it made Japan's first [plastic radio](#) and in 1954 Japan's first pulsator-type [washing machine](#).<sup>[3]</sup> The company's name means *three oceans* in [Japanese](#), referring to the founder's ambition to sell their products worldwide, across the [Atlantic](#), [Pacific](#), and [Indian](#) oceans.

This ambition was realized in the late 1970s, when Sanyo introduced car stereos and home electronics to the North American consumer market and embarked on a heavy television-based advertising campaign. Sanyo expanded their North American presence with the purchase of [Whirlpool Corporation](#)'s television business, Warwick Electronics, which manufactured televisions for [Sears](#). "[Whirlpool Corporation - 100 Years at a Glance](#)" (PDF). [Whirlpool Corporation](#). Retrieved November 20, 2019.

In 1982, Sanyo started selling the MBC-1000 series of CP/M computers.<sup>[7]</sup> In 1983<sup>[8]</sup> it introduced the [MBC-550](#) PC, the lowest-cost [IBM PC compatible personal computer](#) available at the time,<sup>[9]</sup> but its lack of full compatibility drove Sanyo from the market and no follow-on models were released.

## 1990s corporate culture

An article on "Sanyo Style" written in 1992 described that Sanyo utilizes an extensive socialization process for new employees, so that they will be acclimatized to Sanyo's corporate culture.<sup>[10]</sup> New employees take a five-month course during which they eat together and sleep together in accommodation. They learn everything from basic job requirements to company expectations for [personal grooming](#) and the appropriate way in which to dress for their co-workers and superiors.

Technologically Sanyo has had good ties with [Sony](#), supporting the [Betamax](#) video format from invention until the mid-1980s (the best selling video recorder in the UK in 1983 was the Sanyo VTC5000), while producing the [VHS](#) video format at the same time for the [Fisher](#) brand during the early 1980s, and later being an early adopter of the highly successful [Video8](#) camcorder format. More recently, though, Sanyo decided against supporting Sony's format, the [Blu-ray Disc](#), and instead gave its backing to [Toshiba](#)'s [HD DVD](#). This was ultimately unsuccessful, however, as Sony's Blu-ray triumphed.<sup>[11]</sup>

In North America, Sanyo manufactured [CDMA](#) cellular phones exclusively for [Sprint](#)'s Sprint PCS brand in the United States, and for Bell Mobility in Canada.

## Acquisition

The [2004 Chūetsu earthquake](#) severely damaged Sanyo's semiconductor plant and as a result Sanyo recorded a huge financial loss for that year. The 2005 fiscal year financial results saw a 205 billion yen net income loss. The same year the company announced a restructuring plan called the Sanyo Evolution Project, launching a new corporate vision to make the corporation into an environmental company, plowing investment into strong products like [rechargeable](#)

[batteries](#), solar [photovoltaics](#), [air conditioning](#), [hybrid car](#) batteries and key consumer electronics such as the [Xacti](#) camera, projectors and [mobile phones](#).

Sanyo posted signs of recovery after the announcement of positive operating income of 2.6 billion yen. Sanyo remains the world number one producer of rechargeable batteries. Recent product innovations in this area include the [Eneloop Low self-discharge NiMH battery](#), a "hybrid" rechargeable NiMH ([Nickel-metal hydride battery](#)) which, unlike typical NiMH cells, can be used from-the-package without an initial recharge cycle and retain a charge significantly longer than batteries using standard NiMH battery design. The Eneloop line competes against similar products such as [Rayovac's](#) "Hybrid Rechargeable" line.

On November 24, 2006, Sanyo announced heavy losses and job cuts.<sup>[12]</sup>

[Tomoyo Nonaka](#), a former [NHK](#) anchorwoman who was appointed chairwoman of the company, stepped down in March 2007.<sup>[13]</sup> The President, Toshimasa Iue, also stepped down in April of that year; Seiichiro Sano was appointed to head the company effective April 2007. In October 2007, Sanyo cancelled a 110 billion [yen](#) sale of its semiconductor business, blaming the global credit crisis for the decision and stating that after exploring its other options, it had decided to keep the business and develop it as part of its portfolio.<sup>[14]</sup>



A Sanyo M9998LU Boombox manufactured circa 1979-80 for the European market with user customized dial and tape lights.



Sanyo logo on neon signs of [Piccadilly Circus](#)



Sanyo's three-year restructuring project

In 2008, Sanyo's mobile phone division was acquired by [Kyocera](#).<sup>[15]</sup>

On November 2, 2008, Sanyo and [Panasonic](#) announced that they have agreed on the main points of a proposed buyout that would make Sanyo a subsidiary of Panasonic.<sup>[16]</sup> They became a subsidiary of Panasonic on December 21, 2009.<sup>[4]</sup>

In 2010, Sanyo sold its semiconductor operations to [ON Semiconductor](#).<sup>[17]</sup>

On July 29, 2010, Panasonic reached an agreement to acquire the remaining shares of [Panasonic Electric Works](#) and Sanyo shares for \$9.4 billion.<sup>[18][19]</sup>

By March 2012, parent company Panasonic plans to terminate the Sanyo brand, however it will remain on some of the products where the Sanyo brand still holds value to consumers.<sup>[20]</sup>

In August 2013, a 51% majority stake in Chinese company Hefei Royalstar Sanyo, a 2000 joint venture between Japanese Sanyo and Chinese government investment company Hefei, was purchased by American multinational manufacturer [Whirlpool Corporation](#) for \$552 million.<sup>[21]</sup>

## Energy

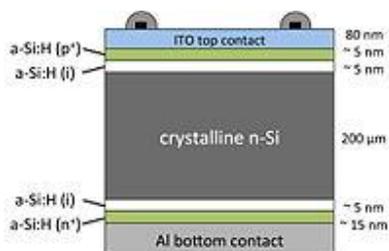
### Solar cells and plants



"Enloop" Rechargeable LED Lantern (ENL-1EX) by Sanyo

The Sanyo HIT ([Heterojunction](#) with [Intrinsic Thin layer](#)) solar cell is composed of a mono thin crystalline silicon wafer surrounded by ultra-thin [amorphous silicon](#) layers.<sup>[22]</sup>

Sanyo Energy opened its [solar module](#) assembly plants in [Hungary](#) and in [Mexico](#) in 2004, and in 2006 it produced solar modules worth \$213 million. In 2007, Sanyo completed a new unit at its solar module plant in Hungary that was to triple its annual capacity to 720,000 units in 2008.<sup>[23]</sup>



Schematics of a HIT-cell

Plans to expand production were based on rising demands for Sanyo Hungary products, whose leading markets are [Germany](#), [Italy](#), [Spain](#) and [Scandinavia](#). The plant at [Dorog](#), outside [Budapest](#), became Sanyo's largest solar module production facility in the world. Germany, Italy, Spain and the Scandinavian countries. The plant at [Dorog](#), outside [Budapest](#), will be Sanyo Electric's largest facility producing solar modules in the entire world.<sup>[23]</sup>

In late September 2008, Sanyo announced its decision to build a manufacturing plant for solar [ingots](#) and [wafers](#) (the building blocks for silicon solar cells) in [Inagi](#), Japan. The plant began operating in October 2009 and was to reach its full production capacity of 70 megawatts (MW) of [solar wafers](#) per year by April 2010. Sanyo and [Nippon Oil](#) decided to launch a joint company, known as Sanyo Eneos Solar Co., Ltd., for the production and sale of [thin-film solar panels](#). The new joint company began production and sales at an initial scale of 80 MW, while gradually increasing its production capacity. For this joint project, Sanyo drew on its solar cell technologies, based on the technology acquired through the development of the HIT solar cell.<sup>[24]</sup>

Sanyo is also responsible for the construction of the [Solar Ark](#). In late September 2008, Sanyo Electric Company, Ltd. announced its decision to build a manufacturing plant for solar [ingots](#) and [wafers](#) (the building blocks for silicon solar cells) in [Inagi, Tokyo](#). The plant will begin operating in October 2009 and will reach its full production capacity of 70 megawatts (MW) of [solar wafers](#) per year by April 2010. Sanyo and [Nippon Oil](#) have decided to launch a joint company for the production and sale of [thin-film solar panels](#), to be named Sanyo Eneos Solar Co., Ltd. The new joint company will start production and sales at an initial scale of 80 MW and gradually increase its production capacity. For this joint project, Sanyo will draw on its solar cell technologies, based on the technology acquired through the development of the HIT Solar Cell.<sup>[25]</sup>

Sanyo Electric is also responsible for the construction of the [Solar Ark](#).

## **Rechargeable batteries**

Sanyo pioneered the production of [nickel cadmium batteries](#) in 1964, [nickel metal hydride batteries](#) (NiMh) in 1990, [lithium-ion batteries](#) in 1994, and [lithium polymer batteries](#) in 1999.<sup>[26]</sup> In 2000, it acquired [Toshiba](#)'s NiMh business, including the [Takasaki](#) factory.<sup>[27]</sup> Since the acquisition of Sanyo by Panasonic, ownership of the Takasaki factory was transferred to the FDK Corporation.<sup>[28]</sup><sup>[better source needed]</sup>

## **Electric vehicle batteries**

Sanyo supplies NiMh batteries to [Honda](#), [Ford](#), [Volkswagen](#) and [PSA Peugeot Citroen](#). Sanyo is developing NiMH batteries for hybrid electric vehicles with the Volkswagen group, while their lithium-ion batteries for plug-in HEV will also be housed in [Suzuki](#) fleet vehicles.<sup>[29]</sup>

Sanyo planned to raise monthly production of NiMH batteries for hybrid vehicles from 1 million units to up to 2.5 million by the end of fiscal 2005.<sup>[30]</sup>

# Sanyo India

## Televisions

[Panasonic](#) reintroduced the Sanyo brand in India, with the launch of Sanyo LED TV range on August 8, 2016.<sup>[31]</sup> On July 11, 2017, Sanyo launched its range of [smart TVs](#) on [Amazon Prime Day](#). In August 2017, Sanyo unveiled its NXT range of LED televisions exclusively on [Flipkart](#).<sup>[32]</sup> In December 2017, Sanyo introduced its first 4K smart TV range in India.<sup>[33]</sup>

In September 2019, Sanyo introduced a range of [Android TV](#) sets known as the Sanyo Kaizen Series.<sup>[34]</sup>

## Air conditioners

Sanyo worked with [Energy Efficiency Services Limited](#) to develop a 1.5-ton inverter air conditioner (AC) with an Indian Seasonal Energy Efficiency Ratio (ISEER) of 5.2. Distribution of these air conditioners began in September 2017.<sup>[35]</sup>

On April 4, 2019, Sanyo launched a new AC range exclusively on Amazon.<sup>[36][37]</sup>

# Sanyo TV USA

Though founded in Japan, Sanyo has sold TVs in America for over 50 years; Sanyo TV USA was headquartered in [San Diego, California](#) with facilities located in [Tijuana](#), Mexico. Because of its relatively high price compared to competitors, Sanyo competes on quality and value.

Many of Sanyo's television sets offer [MHL](#) compatibility along with [Roku](#)-ready branding via HDMI, meaning the TVs are compatible with Roku's MHL-specific streaming stick. Sometimes included with purchase, such as with the Sanyo FVF5044,<sup>[38]</sup> this stick enables video streaming and other online functions as an affordable alternative to certain smart TVs; the TV's original remote is capable of browsing the service. Multiple models also have USB ports which allow for immediate photo sharing directly off the stick without any additional software/upgrades.<sup>[39]</sup>

In October 2014, Panasonic announced its intent to transfer the Sanyo TV unit to [Funai](#) in the US market in return for annual royalty payments. Funai is a major [Walmart](#) supplier that also supplies [Philips](#) and [Emerson](#) TV sets to the retail chain.<sup>[40]</sup> [Consumer Reports](#) commented in 2018 that Sanyo TVs "seem to turn up mostly in Walmart stores, almost as a private label for the retailer."<sup>[41]</sup>

## Sponsorship

Sanyo was the primary sponsor of the [Penrith Panthers](#) in the [National Rugby League](#) in [Australia](#) from 2000 to 2012.<sup>[42]</sup> In [association football](#), Sanyo sponsored Argentine club [River Plate](#) from 1992 to 1995 and Brazilian club [Coritiba](#) from 1995 to 1999.<sup>[citation needed]</sup>