Since 1919

Craftmanship over a century



Pole Position for Japanese Expert

SINANO COMPANY, established in 1919, has been a leading manufacturer of high-quality ski poles in Japan for almost 100 years. We have the largest share of the ski pole at domestic market, and plenty of skiers has recognized our products as reliable top-quality ski poles. In recent times, we also deal with production and selling of trekking poles, welfare canes and walking poles.

Quality

Quality of "MADE IN JAPAN"

SINANO has own production factory. Rather than mass production, SINANO has controlled product quality by every single product in order to keep quality of "MADE IN JAPAN".



Innovation on customer demands

Voice of Customer (VOC) is our motivation to improve and innovate our products. In fact, SINANO has plenty of megaseller products innovated by referring to VOC.



From designing to manufacturing & selling

What distinguishes SINANO from its competitors is a commitment to covering the entire value creation chain-from the first phase of designing, development, testing and selling.



Support

We regard courteous service as our priority to build a relationship of trust with customers and business partners. Our international staff can respond quickly to your questions and requests.



Customer satisfaction





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Manufacturing