

# Mitutoyo: Company philosophy

## Name, logo, philosophy

The Japanese name Mitutoyo – which more or less translates as abundance of the three elements – stands for the character traits of friendliness, honesty and humility, which company founder Yehan Numata valued so highly.

These traits were the driving force behind the ideas of Yehan Numata, who was the son of an admired Japanese temple priest. They were joined by aspects of Western philosophy inspired by his study of economics in the USA.

Yehan Numata believed that each person should demonstrate three essential qualities: prudence, benevolence and strength. He interpreted prudence as the gift of accurate observation, benevolence as an expression of compassion and goodwill toward others, and strength as the ability to rise above identified challenges.

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These three indispensable strengths of human character were, to him, the pillars that supported his entrepreneurial philosophy implemented in the form of openness to innovation, fairness and a future-oriented approach.

Three strengths for doing good deeds as a human and being successful as a company.

Three: Japanese Mitu or, equally, Mitsu is also a number that plays a very important role in the cultural and spiritual life of Japan, for example when counting the primary religious elements.

This is why Mitu or Mitsu form part of the names of numerous Japanese companies – for example, Mitutoyo.

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