Our Corporate History

Matsushita Electric Housewares Manufacturing Works (today’s Panasonic) established. Two new products, an attachment plug and a two-way socket, launched on the market.

Sales of radios commenced. This radio that “wouldn’t break down” delighted consumers and it brought news and culture into people’s homes.

Five-day work week introduced ahead of other companies. With a slogan of “One day of study, and one day of rest,” the change played a major role in raising employee productivity and motivation.

Washing machines, black and white TVs, refrigerators and other products launched that reduced the burden of housework and made life easier.

Panasonic’s first overseas manufacturing facility, National Thai Manufacturing Company, established. Manufacturing facilities were subsequently established in countries with difficulty importing household appliances due to foreign exchange shortages.

Square bicycle lamp launched under the name “National Lamp,” reflecting the hope that it would become indispensable to the nation’s citizens. The product became popular throughout Japan as a safe light source.
Joint venture to produce picture tubes (CRTs) for color TVs established in Beijing with a view to China’s modernization. It was the first joint venture in China for Panasonic.

Fujisawa Sustainable Smart Town established for eco-conscious and comfortable lifestyles while ensuring safety and security.

To make the Company a truly global corporation, the company name was changed to “Panasonic Corporation,” and its corporate brands were unified as “Panasonic” worldwide.

Promoting world peace through sport. In accord with this philosophy of the Olympic Games, Panasonic has, since the Olympic Winter Games Calgary 1988, supported the Movement over 30 years as the highest ranking sponsor in “The Olympic Partner (TOP)” program.

Mass production of lithium-ion batteries for hybrid EV automobiles commenced, helping to popularize eco-cars.

Marking the 100th anniversary of its founding, Panasonic introduced “Lifestyle Updates” as its future direction to take.