

# ENVIRONMENTAL REPORT

Vol. 2

Our packages contribute to both customers and society's initiatives in environmental sustainability.

Recently, social awareness about the environment, such as marine plastic, is intensively spreading. In fact, we have been making attempts in Reduce - Recycle - Reuse activities. We would like to introduce some of our efforts.

Fuji Seal Group

## Self-adhesive labels - Spouted pouches for environmental sustainability

### Pressure-sensitive label / Self-adhesive label (PSL/SAL)

Pressure-sensitive labels are ones with special adhesive being applied to the back of substrate in advance. Labeling process can be done effortlessly without using energy such as heat. By decorating the label with hot stamping or hologram, attractive expressions are possible even for labels with limited size.

Below is the line-up of environmental-friendly packages.

#### Environmental-friendly package line-up



#### Reuse & Recycle

##### ■ De-label tack

Either consumers or recycling companies can easily remove those labels, which considerably enhances recycling rate of containers.



#### Reduction

##### ■ e-Tack

We reduce waste by not using release liners for labels. This concept of 'less label' is also applied for other labels such as heat-sensitive adhesive labels or shrink adhesive label.

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### ■ Labels made from recycled materials

Recycled materials are used to make labels, which decrease single-use plastic consumption.



Carbon neutrality

### ■ Biomass

Labels are made from plant-based materials, which help reduce CO2 emission.

## Spouted pouches

With a cap on, spouted pouches function as normal bottles. Their packaging materials consume less plastic than rigid containers, devoting to "Reduce" activities. Moreover, those capped refill pouches stimulate "Reuse" activities of the containers. Not only promoting our customers' environmental strategies, yet these eco-friendly packages also let consumers experience ecological initiatives.



Reduction &  
CO2 emission cutdown

### ■ Development of volume-efficient pouches

\*Some will be introduced in the next page.

We have developed bottle-shaped spouted pouches with optimal capacity. We attempt to not only reduce plastic consumption volume but cut down on CO2 emission as well with improvements in transport efficiency.



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## Winning "Technical Packaging Award" in Packaging contest 2016

### Reference materials

In "Japan Packaging Contest 2016", our bottle-like pouches used for "Refill products/ Rakuraku eco pack (KAO)" have won "Technical Packaging Award".

Japan Packaging Contest is the greatest contest in Japanese packaging industry, which is organized by Japan Packaging Institute. Its purpose is to propagate excellent packages and their technological development. Several faculties, namely materials, design, technology, design, logistics, sales promotion, ideas, environmental sustainability, appropriate packaging, etc., are screened annually, and brilliant ones will be selected



The above package has also won 40th Kinoshita Award for New Creation field from Japan Packaging Institute.

"Development of new refill containers with the ease of refilling, universal design, and environmental concerns" KAO Corporation, Fuji Seal, Inc.

※Design in time of award reception.