



BRAND BOOK

Our Value to People and the Planet



The passion behind this Brand Book

The Fuji Seal Brand has been built through good faith and honest collaborative creation and growth with our employees, customers, and partners.

It is precisely for this reason that we must have a legacy to be handed down to the future.

Courageously change what needs to be changed, and preserve what needs to be preserved.

This Brand Book is a collation of our thoughts and feelings about what makes Fuji Seal unique.

We will continue to work together with our employees, customers, and partners to build the Fuji Seal brand with both “Waku-Waku” and heated discussion, and this will lead to the hopes of our predecessors and us.



Unchanging

Our Credo

Each day
with renewed commitment
we create new value
through packaging

Our Slogan

We call creation a “dream”
We call challenges to creation “courage”
We call a heated discussion on creation “trust”

Guideline for Action

Changing along with changes

Renewed

Our Mission

Fuji Seal will impact to realize the Circular Society that brings peace and happiness to all through packaging

Our Vision~To Be~

Sustainable and profitable growth
in the packaging industry

Our Value to People and the Planet

Our proactive impact to realize
the Regenerative Society

Generate “Waku-Waku”
~No growth without “Waku-Waku”~

Intent of this Brand Book

This Brand Book is intended to help not only our employees but also our customers and partners gain a deeper understanding of the Fuji Seal Group. Unlike the Integrated Report, which shares the company's progress every year, this Brand Book is the backbone till changes the Fuji Seal Group will undergo next.

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Our Vision

Our Value to People and the Planet

We, Fuji Seal Group, are “Packaging” company. Fuji Seal will impact to realize the Circular Society that brings peace and happiness to all through packaging. Together with employees, customers and business partners, we will create a new value each day, and realize all of our dreams.

Our proactive impact to realize the Regenerative Society

Sustainable and profitable growth in the packaging industry

“Friendly to people and environment” company

Fuji Seal will continually delivering well-being to people and society through our packaging.

Will continuously lead the industry by delivering “Regeneration” packaging.

To realize, Fuji Seal will continuously strive to create the new value packaging by accepting the change as a chance with our braveness.

Growth of employees, Growth of partners, Understanding and empathy from stockholders, are essential to achieve the company’s sustainable growth

We, Fuji Seal will;

- encourage our employees to grow by providing opportunities to create and to meet new challenges with “Waku-Waku”
- create “Waku-Waku” joint solutions with customers and partners through fair relationships and mutual trust
- share our “Waku-Waku” with stockholders through open dialogue

Generate “Waku-Waku”
~No growth without “Waku-Waku”~

Company can not grow sustainably, unless the society is sustainable and regenerative

Fuji Seal, as a packaging company, will proactively strive to realize the circular society. As a part, Fuji Seal will shift 100% of turnover to “Regenerative Packaging” by 2025. Fuji Seal will continuously create a safe and healthy environment for our employees and our partners who are our core of competence.

What we will not change

Each day with renewed commitment we create new value through packaging

This is the management philosophy that we have always valued and admired.

The management philosophy that we will continue to maintain is our starting point and a guidepost for returning to our original intentions.

To reaffirm these words, we will reprint the words of Masaaki Fujio, the founder who spoke about our management philosophy.

Our Credo

In the early 1960's, thanks to television and television advertising, products that were sold in particular localities became popular and started to be sold nationwide. Fuji Seal took this as a chance to create new value. Products need packaging to secure their quality.

Then the rise of supermarkets was another chance for Fuji Seal to create new value. Products need packaging to promote themselves on the supermarket shelves.

Doing direct business with brand owners, especially with globally successful brand owners, is our basic policy.

Through direct business with these customers, we can catch real market changes each day.

To create (develop) new value, we listen to these customers' voices" of three departments, Development(create), Production (produce), and Sales (sell). This is also one of our basic policies.

Our previous Mission Statement (1958-1987) was, " Let us show our daily progress in our products, our business performance, and in all we do." Because I strongly believe we feel joy and passion in life when we realize progress.

We set a new Mission Statement, "**Each day with renewed commitment, we create new value through packaging**" in a spirit of reviewing who we are, and what we would like to achieve.

The earth we live on is "wrapped" in air. Apples, bananas, oranges, even rice are wrapped to protect content. These wrappers (packaging) have various functions. The function of packaging has been changed as contents (products) have developed.

Our business domain is packaging. We create new value through packaging together with our customers. We create tomorrow as the packaging innovator. we grow together with our customers - this is our message and promise.

We call creation a "dream"

We create new value through packaging with our customers. By hearing customers' voices each day, by catching real market changes each day. Creating new value through packaging is the realization of our dream.

We call challenges to creation "courage"

Taking on challenges to create something new doesn't always turn out 100% successful. But without challenging, we cannot create new technologies and products. Do not be afraid of mistakes or failures. Please have the courage to overcome mistakes and failures. Then we can create new value.

We call a heated discussion on creation "trust"

Because we are taking on challenges to create what we have never seen or experienced, people (our colleagues, customers, and business partners) offer opposing opinions, saying "let's make it in another shape" or "let's try a different way."

It is really necessary to decide one solution through heated discussion. Heated (thorough) discussion among members makes a strong team to challenge. Through heated discussion we can create trustful relationships.

I remember as it was like yesterday that we have discussed and wrote down till the blackboard become white.

These discussions continued for 2 to 3 years till the slogan got birth.

It is well said that company exists by talented people, products and capital. However, products are produced by people. People create. People

generate the capital. That's why company exists by people. People can feel the happiness by dream and motivation.

We are encountering to the biggest change which we have never experienced.

Fuji Seal is challenging to reborn with encouragement by utilizing "now" as a chance.

Small kids also challenge to be No.1 with something.

Olympic athletes also challenge to be No.1.

Let's capture this big change as our "dream", let's keep on trying even if we fail with our "courage", and nothing can be achieved but with "trust" of the group.

These are the basis of "Our Credo" and "Our Slogan".

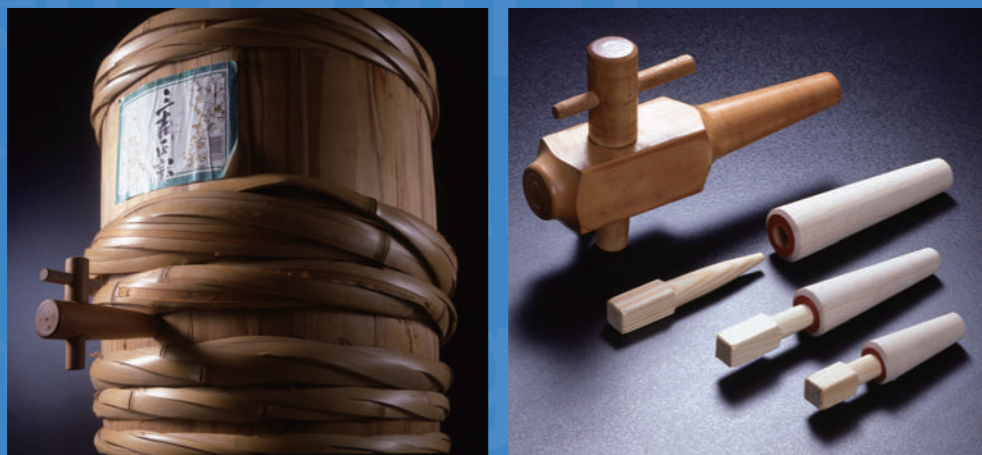
Let's keep on challenging to make Fuji Seal new.

Maximize your capability and
cultivate yourself

Motivate people and cultivate people
Create the future of the company and yourselves
And let's grow together with the society

Founder Fuji Seal Group
Masaaki Fujio

The creations offered to the future

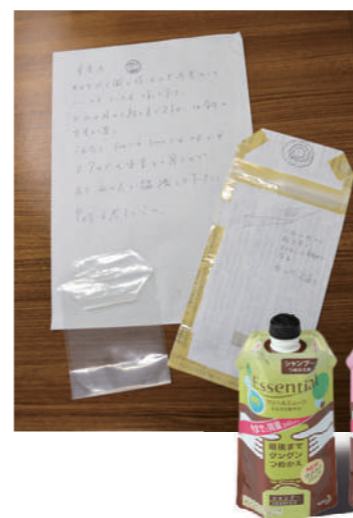


Wooden barrels are becoming rare nowadays. The history of the Fuji Seal Group began with the production of the barrel faucet for these wooden barrels. In the 1950s, about half a century after our 1897 founding, we changed our business model from woodworking to printing and process manufacturing. We embarked on the production of cap seals.

As distribution and containers changed, we faced the challenge of fading demand for barrel faucets. Our answer to this was to focus on the cap seal that seals the mouth of the bottle, to respond to the challenge of ensuring quality for manufacturers. So we resolved to make cap seals, which had been mostly imported at the time.

Since our second founding, our history has been built on listening to the feedback provided by our customers and co-developing with them. The success of the development of the shrink sleeve label, which now serves as the cornerstone of our business, is truly the result of working together with our customers.

The keywords used in the "Our Slogan" and "Guideline for Action" are expressed in the languages of the various regions to which the Group employees belong.



Change (crisis) is a Chance Be a Challenger

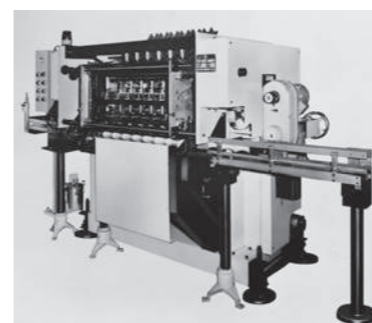
This is a hand-made sample that arrived with a letter from the founder, Mr. Fujio. This is where our many challenges began. We have been able to grow and create new products by getting down to the essence of our work and doggedly taking on challenges. Our employees' growth will lead us to create new value.



Directly heeding the feedback from our customers Entering the growing global market

To global market

We are committed to hearing directly from our customers. Our entrance into the U.S. and Europe in the 1970s - the markets with many of our global customers - was possible by directly listening to our customers and developing products that could be globally viable, rather than just focusing on one region. We have built a foundation for growth together with our customers by listening carefully to their needs and continuing to create value from what we've heard and learned.



With the growth of our employees

Idea Bank was started in 1986. We are not satisfied with the *status quo*; we always look for problems, come up with solutions, and take action ourselves. In this way, we encourage as many employees as possible to be a challenger in the task of creation, as we continue to expand our operations across the global stage. In 2020, nearly 6,000 ideas were created by employees.



The things we will continue to change

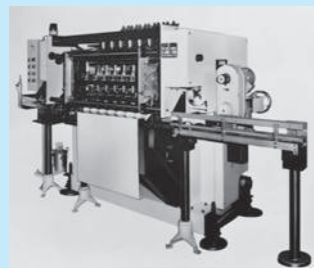
We will respond to the constantly-changing needs of customers and society as the times shift.
 The Fuji Seal Group has developed to constantly embody the concept of "Changing along with changes".
 The Fuji Seal Group will continue to change in order to meet diverse and changing needs in the future.



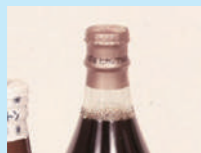
1897
 Barrel faucet
 Various kinds of wooden faucets and keg



Cap seal(sealing function)



Cap seal to overseas market



Cap seal for Soy-Sauce bottle

1970



Shrink labeler
 (for one-way glass bottle)

Shrink label for glass bottle
 (Anti-scattering function)



1990



From direct-printing to
 printing on cap seal



High-speed shrink labeler
 (for beverage)

2000



PSL (Booklet)



White PET full body shrink label



Fuji Pouch



Shrink labeler
 (for 20µm)



PSL Labeler



2 layer label (with bonus seal)



Vivid metallic expression



Full body shrink label
 for large container



Shrink labeler (in-line type)



Air-in-film
 bottle

2020



White PET label
 (shading function)

2010

Connect to the Future Waku-Waku Growth Cycle

Changing along with changes



Our experience with the Waku-Waku 20μm project

In the latter half of the 2000s, there was a growing need to address environmental issues, such as reducing the amount of packaging materials used. This, combined with the onslaught of competing products, made it imperative for us to respond with the shrink label business. In order to turn this crisis into a “Chance”, we began to develop a 20μm label and labelling machine for it that overturned the conventional practices of the industry. Together with our customers and partners, we went through innumerable trials and errors, and in just one year, we achieved the systematic sales of labels and machines, successfully turning a crisis into an opportunity.





包むつながり。

未来へのつながり。





This symbol represents the corporate image of the Fuji Seal Group.

The red circle signifies *passion*,
a bright future, dreams, and goals, while the two blue curves represent *people, teamwork,*
and challenging the future.

The symbol embodies the image of a team full of dynamism as
they rally their strength to strive towards achieving a goal.

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