

Each day with renewed commitment, we create new value through packaging



"We aim to grow together with our customers by introducing our unique *monozukuri* technologies... we have changed to meet the needs of the market and we will continue to do so in the future"

Shigeko Okazaki,
President & CEO,
Fuji Seal International Inc.



When it comes to fast-moving goods found on supermarket shelves, in many ways the packaging is as important as the product itself. The packaging is the first thing that attracts the consumer's attention, with the design, shape, look and feel of the packaging forming their first impressions of the product and the company brand. When the product has been consumed, the packaging will be last thing that remains – meaning the correct disposal is of the utmost importance, particularly today in our green-conscious world.

As a globally leading manufacturer of packaging and related machinery, Fuji Seal not only employs *monozukuri* (Japanese craftsmanship) to provide the best solutions for customers seeking the most appealing and high-performing packaging on the market, but the company has also put itself at the forefront of the development of the latest recyclable plastic materials technology.

"For our customers' products, our packaging design appeals to consumers on store shelves. What I mean by this is that we are constantly thinking deeply about the total value, what kind of product we are going to create, who the final

customer is going to be, and what kind of specifications those final customers are looking for. This is the essence of our *monozukuri*," says president & CEO, Shigeko Okazaki.

As a 120-year-old company, Fuji Seal has witnessed all the major shifts that have impacted the packaging industry, from the switch from large barrels to individually packaged goods in the 1950s, and the rise of the supermarket in 1970s and 80s, right through to today, where environmental concerns and green consumer demands have forced packaging firms to rethink their products.

Playing a vital role in the switch to more environmentally friendly packaging, Fuji Seal has developed a wide range of industry-leading solutions that have been employed by some of the world's biggest brands. One of the company's biggest success stories is RecShrink, which can greatly improve the process of recycling.

"Until today, in order to recycle a plastic bottle, you needed to peel off the label to recycle the plastic bottle. With our solution, the ink

can be washed off from the label during the process and the label together with the bottle can be recycled without peeling-off the label," says Ms. Okazaki. "This product is used by Nestle USA and certified by the Association of Plastic Recyclers."

Foundation Prospectus

Fuji Seal was established to contribute to the development of the economy and industry across the world through "the promotion of the important functional and display roles of product packaging", while also nurturing human resources and supporting R&D. With this in mind,

the company began its scholarship program in 2006 to provide scholarships to university and graduate students in Japan, including international students.

"What we conveyed through this program is that we live to develop ourselves, we support others to help them succeed," explains Ms. Okazaki. "To help students to grow, we have learned, discussed and considered together the important of packaging, its functionality in relation to protection, storage and safety, as well as its display role and as a medium conveying a product's appeal to consumers."

In 2019, Fuji also started a research grant program that provides funds to researchers studying packaging-related themes, such as the development of new packaging materials, initiatives to address plastic pollution and the use of packaging for marketing purposes.



Fuji Seal Foundation Award at ASPaC 2019