

Circular Shrink Sleeve Label “Label to Label” Adopted for PIETRO Dressing

—Towards a Sustainable Society through Effective Utilization and
Horizontal Recycling of Labels—

Fuji Seal, Inc. (Headquarters: Chiyoda-ku, Tokyo; Representative Director and President: Yasuhiro Shibata; hereinafter “Fuji Seal”) is pleased to announce that Resource-circulating shrink sleeve labels “Label to Label” manufactured by Fuji Seal and Gunze Limited (Headquarters: Kita-ku, Osaka; Representative Director and President : Toshiyasu Saguchi; hereinafter “Gunze”) will be introduced for two popular PIETRO Dressing products of PIETRO Co., Ltd. (Headquarters: Chuo-ku, Fukuoka City; CEO: Yasuyuki Takahashi; hereinafter “PIETRO”).

The “Label to Label” system is designed to produce recycled labels from resource-circulating, de-inkable labels. To achieve this, dedicated label collection boxes will be installed in PIETRO stores to collect used labels. By promoting horizontal recycling, we are committed to contributing to the realization of a sustainable society.

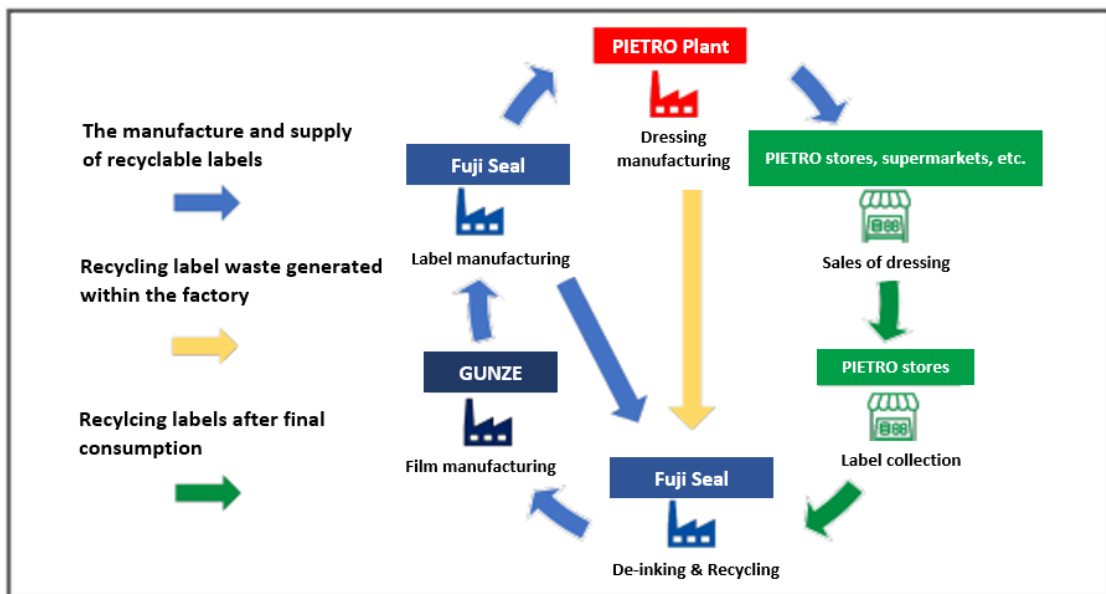
■ What is “Label to Label”?

“Label to Label” is a technology that removes printed designs from used labels and recycles them into new labels. By converting labels back into labels (material recycling), this technology contributes to resource circulation and the reduction of greenhouse gas emissions.



■The Process of Horizontal Recycling

The shrink labels from PIETRO Dressing, collected at PIETRO stores and disposed of at PIETRO factories, are processed by Fuji Seal to remove printing ink and convert them into recycled raw materials. Gunze then manufactures new film from these recycled materials to produce new labels, effectively utilizing resources.



■Applicable Products



・PIETRO Dressing SHOYU 280ml

(Photo on the left)

・PIETRO Dressing Green SHOYU 280ml

(Photo on the right)



Products bearing the “Label to Label” mark are eligible.

■Shrink Label Collection Stores

Starting from Wednesday, June 5, 2024, dedicated collection boxes will be placed next to the cash registers in two PIETRO restaurant locations to collect used labels.

·PIETRO's Main Store Centrale: <https://www.PIETRO.co.jp/restaurant/detail/4>

·PIETRO Jiromaru branch: <https://www.PIETRO.co.jp/restaurant/detail/9>

*Only available in Japanese language

The Fuji Seal Group aims to enhance sustainable corporate value by strengthening its commitment to ESG initiatives and contributing to the realization of a sustainable society, all while achieving its vision of delivering value that is friendly to both people and the environment.

Contact

Fuji Seal International Web Site

<https://www.fujiseal.com/en/contact/>