

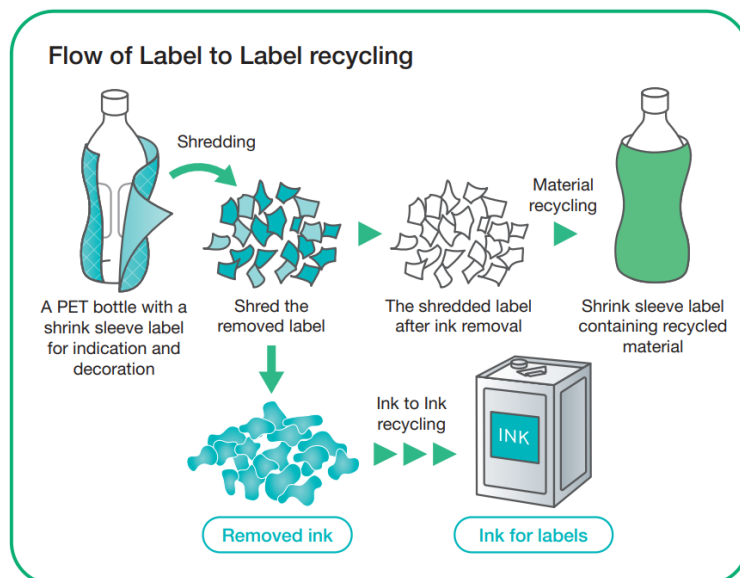
Towards Realizing Domestic Resource Circulation
Conducting a Pilot Experiment: Horizontal Recycling of
Shrink Sleeve Labels “Label to Label”

Fuji Seal, Inc. (Representative Director and President: Yasuhiro Shibata, Headquarters: Chiyoda-ku, Tokyo; hereafter “Fuji Seal”), in collaboration with ITO EN, Ltd. (President: Daisuke Honjo, Headquarters: Shibuya-ku, Tokyo; hereafter “ITO EN”), and Mitsubishi Chemical Group Corporation (President: Manabu Chikumoto, Headquarters: Chiyoda-ku, Tokyo; hereafter “Mitsubishi Chemical Group”), will conduct a demonstration experiment for horizontal recycling of shrink sleeve labels, “Label to Label”. This experiment will involve collecting the shrink sleeve labels used on the official beverage “Healthy Mineral Mugi-cha (Barley Tea)” for Cool Share Kumagaya, which will be launched on June 1, 2024 (Saturday), and recycling them as a resource for new labels. The experiment will be conducted starting in late June, focusing on mass retailers and stores in the Kumagaya area.

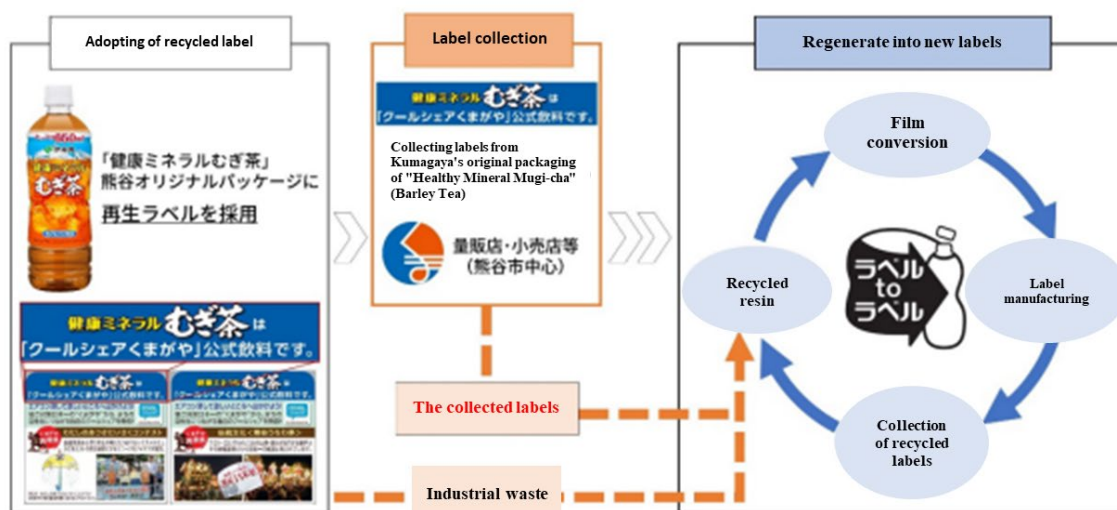
Currently, most plastic packaging, excluding PET bottles, undergoes a thermal recycling process for energy recovery. From the perspective of realizing domestic resource circulation, we aim to establish a system for horizontal recycling not only for PET bottles but also for labels, utilizing them as new resources. This demonstration experiment will focus on the “Healthy Mineral Mugi-cha (Barley Tea)”, with Kumagaya city’s original package and will be conducted in the Kumagaya city area of Saitama Prefecture.

■What is “Label to Label”

“Label to Label” refers to the technology of removing printed designs from used labels and reprocessing them into new labels. This process allows labels to be regenerated into new labels (material recycling), contributing to resource circulation and greenhouse gas reduction.



■Collection Scheme



The shrink sleeve labels adopted for the “Healthy Mineral Mugi-cha (Barley Tea)” Kumagaya city’s original package are regenerated from Fuji Seal’s used shrink sleeve labels on PET bottles, where printing ink has been removed, combined with Mitsubishi Chemical Group’s film-making technology to create new labels. Labels collected through this scheme are processed again to remove ink and are recycled into labels as raw materials, achieving resource circulation.

Collection scheme of ITO EN:

<https://www.itoen.co.jp/news/article/65695/>

*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

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