

ENVIRONMENTAL
REPORT

Vol. 6

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

Environmental Initiatives for Promotional Pressure Sensitive Labels

Fuji Seal Group is attempting to reduce environmental impacts on climate change, resource sustainability, and marine plastic problems through our development of shrink labels, pressure sensitive labels (PSL), pouches, and machinery.

In this Environmental Report Vol.6, we focus on how we are working to reduce the impact of our promotional PSLs on the environment.

Fuji Seal Group is putting effort into promotion PSL optimization by engaging in dialogue with our suppliers, customers, and recycling companies in order to provide feasible solutions for effective sales promotions at retail stores while reducing environmental impacts.



Optimization of Packaging Design

■ Design considering adaptation to recycling process

One of our environmental measures is eco-friendly packaging design. To relieve environmental impacts on the society, it is necessary to consider the packaging design after use and at disposal.

For the first time in the world (※1) we introduce promotional PSL that can be peeled off more easily from beverage PET bottle without residual glue.

The PSL for the Pepsi Special promotion of Suntory Beverage and Food Limited was developed with a new design that incorporates "ease of peeling off by hand" and "ease of peeling off in automated recycling process".

With the cooperation of Suntory Beverage and Food Limited and recycling companies, we could develop a new PSL "with no residual glue on containers" required for PET bottle recycling process. Furthermore, the PSL also demonstrated "a high-speed applicability to shoulder of PET bottles", satisfying demand of economical production.

※ 1 Survey by Suntory Beverage and Food Limited by 1st March, 2020.



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Environmental Initiatives
for Promotional Pressure
Sensitive Labels

This environmentally friendly design makes it easier for consumers to peel off the label from the bottle. In case where the label is left on the container after consumption, the newly developed capability will ensure that 99% of the labels can be separated in the recycling process.

Fuji Seal Group believe that our positive contribution to the improvement of the PET bottle recycling rate throughout Japan will play a more important role in the future.

Success story

Function 1 Ease of peeling off by hand

Newly developed Promotion PSL – designed to have no residual adhesives on bottle.



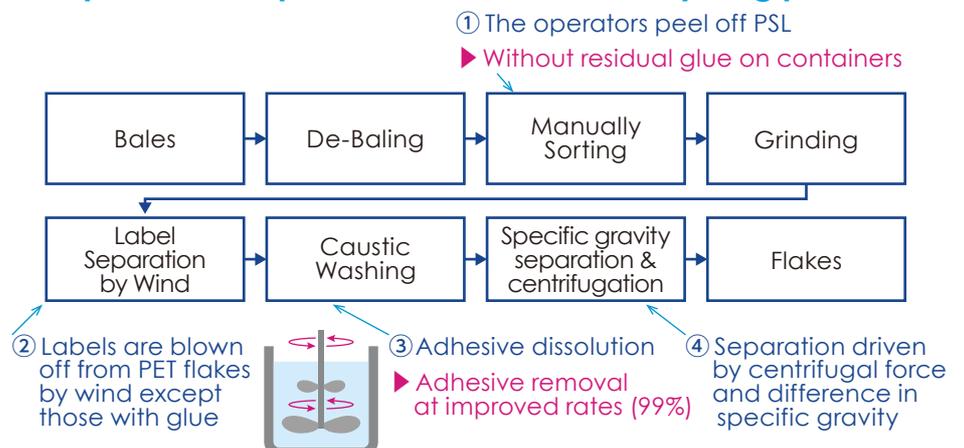
There is no glue left.



Function 2 Ease of peeling off in recycling process

Caustic washing allows greater than 99% of PSL to be removed without glue remaining in processed PET bottle flakes.

Impact of new promotional labels on recycling process



Photographs and Figures: Provided by Suntory Beverage and Food Limited



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Optimization of raw materials

■ Use of materials that are more environmentally friendly

Another environmental initiative is the selection of environmental-friendly materials. In particular, using recycled materials can maintain material sustainability and alleviate the impact on climate change.

Since 2016, along with the cooperation from our suppliers, we have been producing PSL with substrates containing more than 80% of recycled PET resins, derived from used PET bottles.

This ratio of reclaimed materials is one of the highest in the world, and it can be supplied not only by simply switching materials, but also by ensuring final appearance and quality, supported by securing stable resource of raw materials.

Fuji Seal Group will contribute positively to contribute to the customers, consumers, and the society through our products and services. We will continue to develop environmentally friendly products furthermore with our own strong leadership and collaborative efforts with our affiliated companies.

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Participation in Nikkei ESG Management Forum

Fuji Seal, Inc. becomes a member of Nikkei ESG Management Forum, which enables us to intensify our efforts to resolve social issues and conduct ESG management expected by our stakeholders.

