

## 雑誌「TIME」誌（アジア版）掲載のお知らせ

雑誌「TIME」誌（アジア版）MAY 27, 2024（発売日：2024年5月27日）にて弊社の紹介および、代表取締役社長 笠井 義彦のインタビューが掲載されましたのでお知らせいたします。



Content by Global Kigyo Co., Ltd.

## The Packaging Revolution

Japanese paper and packaging firm Shimojima is targeting sustainable products and online sales moving forward.



— Yoshihiko Kasai  
President,  
Shimojima Co., Ltd.

Paper is one of the easiest and most efficient materials to recycle in the modern market. It is also among the most versatile, allowing firms such as packaging experts Shimojima Co., Ltd. to achieve great success with a wide range of products across different sectors.

The company's track record of innovation is one of its greatest strengths, according to President Yoshihiko Kasai, who wants to channel this expertise into developing circular economy strategies. Known for its wrapping and packaging products, the business works with significant amounts of paper and plastic and places great importance on its role in supporting sustainability. These include tree-planting programs in Japan, recycling cardboard for a range of new products, and developing marine biodegradable plastic bags designed to decompose safely in the ocean within one year. "We are conducting environmental initiatives, such as developing sustainable materials like eco-bamboo, mainly for food containers. We have also produced cutlery made from paper and wood, as well as bags from recycled plastic materials," said Kasai. "Our aim is to always continue developing these kinds of recycled materials to promote a more sustainable future," he added. The company has a proud history dating back

to its formation as a wrapping material business in 1920 and is now exploring new ways to do business in the future.

In addition to its green economy credentials, Shimojima is also aiming to increase its international interests, particularly through its use of online sales portals to complement its traditional retail and B2B sales work. Given the global growth in e-commerce activities due to the pandemic, the company has seen a significant increase in digital sales, increasing the number of items in its product line from 30,000 in 2020 to more than 1 million today. "To assist with our overseas growth, we will cooperate with our global e-commerce partners to increase sales of Shimojima's high-quality 'Made in Japan' products to customers worldwide. If we can overcome language barriers and currency flexibility, there is a possibility of expanding this with overseas business partners," said Kasai.

With the 'Made in Japan' label still carrying significant importance around the world, the firm is very proud of the nation's reputation for quality products and customer service, and works hard to play its part. The company's leadership hopes to continue its growth by developing new products to help penetrate new sectors and markets. "There are several industries in which we are making extra efforts to expand our business. The largest growth driver is our food business, including packaging and food-related material," said Kasai.



Paper-based dinnerware is a key part of Shimojima's sustainability drive.

www.global-kigyo.com



弊社社長 笠井のインタビューでは、弊社の社会的役割やミッション、今後のビジョンなどについてお話をさせていただきました。

## ■掲載記事のポイント

タイトル：「The Packaging Revolution」

- ・ 食品容器を中心に、環境にやさしい素材による商品の開発により持続可能な社会を実現
- ・ 従来の小売業やB2B販売業務を補完するために、オンライン販売に注力
- ・ 事業拡大のための最大の成長ドライバーとして、包装や食品関連資材を含む食品事業に注力
- ・ 新しい分野や市場への浸透を支援する新製品を開発することで成長を継続

※掲載記事はこちら

「time.com」：[The Packaging Revolution \(time.com\)](https://time.com)

## ■関連リンク

- ・ Global Kigyo Co., Ltd. : <https://global-kigyo.com>
- ・ シモジマオンラインショップ : <https://shimojima.jp/shop/default.aspx>

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