

History of Innovation

Household and consumer products:
Household paper
Disposable diapers

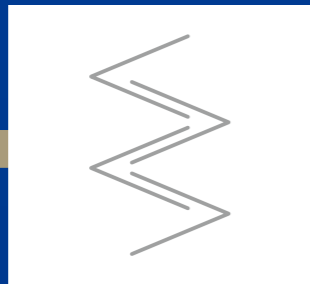
From its founding until around 1996, we improved outer packaging and base paper to improve convenience in order to meet the needs that emerged with the growth of the household paper market. Since then, we have made continuous efforts to reduce environmental impact by downsizing our products, and since 2011, we have been constantly working to improve their quality and environmental friendliness, for example by using FSC®-certified paper.

1971



Oji Tissue Sales Co., Ltd. was established and toilet rolls are launched nationwide.

1977



Improvement of tissue paper folding with our technology

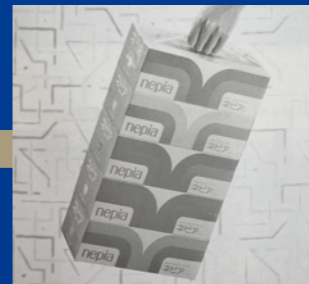
1983



Development of Tatami-joyzu

Tatami-joyzu is a feature that allows the carton box to be easily folded. We improved the carton box so that it can be opened from the semi-circular perforations on the side of the carton box, meeting the need for "easy disposal of boxes".

1984



Launch of 5-pack box tissues

1985



High-value-added kitchen towels

The product has been redesigned, including the successful tripling of its tensile strength and doubling of its wet strength compared to the previous product.

1987

(Company name changed to Nepia Co.,Ltd.)



Launch of disposable baby diaper "Doremi"

2007



Launch of disposable baby diaper "GENKI!"

The new "GENKI!" series was created using a new technology with a urine/feces separation catch structure to completely contain urine and feces and prevent them from mixing.



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2004



Launch of HANA-CELEB tissue

2003 Company name changed to Oji Nepia Co.,Ltd.



Launch of film-less boxes, 150 pairs of Hoxy tissue

Film-less box tissues, which have no film at the take-out opening, were launched. It eliminated the need to peel off the film and separate trash, and was also environmentally friendly.

1997



Launch of nepia compact toilet rolls

1996



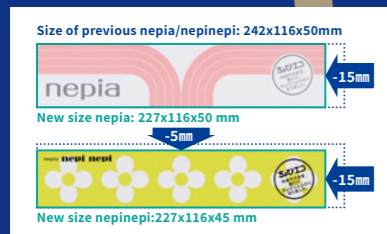
Launch of nepia tissue compact

1993



Launch of disposable adult diaper "Tender"

2009



Change to chobi-eco(standard)

The carton size was reduced, while the contents remained the same. It contributed to the reduction of environmental burden, including the reduction of the energy used by trucks in the logistics chain, and also reduced burdens in carrying them home.

2011



First in the industry to adopt FSC®-certified paper

In response to growing environmental awareness, we were the first in the industry to adopt FSC®-certified paper for our main products. FSC® C018118

2017



License agreement signed with WWF® Japan

We started promoting FSC®-certified paper with WWF® Japan (World Wide Fund for Nature), one of the world's largest nature conservation organizations.

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2020



Adoption of biomass ink

As an additional environmentally friendly initiative, we began using biomass ink for the packaging of some of our products.

2021



Launch of nepi-eco brand

2022



Development of new Tatami-joyzu with paper tissue opening

By changing the film of the tissue opening to paper, the packaging can be recycled directly as "paper" after use. The "New Tatami-joyzu" design allows easy folding by pressing the left and right sides of the packaging.