Further Globa

Shift in We actively developed the overseas business with a focus on Southeast Asia. The overseas sales ratio reached approximately 30%. **Business**

Structure

the

We have newly established corrugated container and folding carton factories in Malaysia, Cambodia and India. among other countries, to meet vigorous local demand.

Demand for paperboard as a packaging material was strong. The production ratio of paper and paperboard gradually changed Net sales (¥billion)

2000s

created an opportunity for shifts in the business struc

This unprecedented crisis

Paper production volume has been declining since

Light-weighted newsprint became common

Issues

Environmenta

Response

5

and in the household paper field, we succeeded in volume reduction of tissue paper cartons. In addition, due to advances in recovered paper utilization technology, the recovered paper utilization ratio exceeded 50%

Attention was drawn to issues that an directly related to people's lives, such resource saving, energy saving, and urban waste treatment.

Domestic Output (million tons) 1,600 1,500 1,400 1,300 1,200 1.100 Paperboard output Paper output —O— Net sales gsu Oji Paper

Since its founding in 1873, the Oji Group has been growing through the expansion of business fields. While keeping abreast of the trends of the times, we have tackled changing social needs and evolved our business structure. In recent years, aiming for contribution to a sustainable society, we have been actively rolling out the technologies cultivated in our domestic business to the global market.

Technologies With a view to producing high-quality paper quickly and in large quantities, we turned to a continuous digester, which was unproven at that time but highly productive. We introduced the equipment at the Kasugai Mill.

Efforts

toward

New

Diversification

9

Paper

Paper materials such as boxboard

thermal paper, and household paper

have come to play an active role in

various situations that support daily life.

<1973 Oil Crisis> High-grade boxboard

Demand for paper was only growing, and people started to have high expectations for the material, which found its way into products other than newsprint and printing paper.

Changing Lifestyles

and



Tomakomai Mill for newsprint and contributed to our growth. Kasugai Mill

Kasugai Mill for woodfree paper even became a pioneer of urban factories.

resources such as forests and water as well as vast and flat land, which are required for paper manufacturing, and started producing newsprint. We established the Tomakomai Mill in a fishing village in Hokkaido, which had abundant water as well as vast **Domestic**

Supply Structure

Establishment of

We worked on unimaginably difficult construction such as building a latest hydroelectric power plant at Waterfall Nassou on the undeveloped shore of

Shibusawa advocated that "paper and printing businesses are the source of civilization." He held on to his great

Manufacturing

Industry

The origin of the Oji Group dates back to the establishment of Shoshi Kaisya, a paper manufacturing company by Eiichi Shibusawa, the founder of the modern Japanese economy.

Birth of the

Modern Paper

Lake Shikotsu.

ambition to supply domestic paper.