

Paper cups used at SoftBank's HQ building are recycled into Nepia hand towels A step towards a sustainable future—

Oji Holdings Corporation (President and CEO: Hiroyuki Isono, Headquarters: Chuo-ku, Tokyo) and its group company Oji Nepia Co., Ltd. (President and CEO: Takayuki Moridaira, Headquarters: Chuo-ku, Tokyo) are pleased to announce that they have commenced a joint project with SoftBank Corp. (hereinafter "SoftBank") to recycle paper cups used in part of the SoftBank headquarters building into Nepia hand towels through material recycling.

In recent years, there has been a growing intention to realize a circular economy, and particularly, the importance of sustainable material recycling, which involves reusing used products as raw materials, has been increasing. Paper cups are generally treated with plastic lamination to make them water-resistant, causing them non-recyclable and often incinerated as a prohibited item. Therefore, effective utilization through recycling technology has been desired.

Paper cups are used in several floors of the SoftBank headquarters building, and approximately 500 kg of paper cups were disposed annually. Hence, we have started to sort and collect paper cups used by employees and visitors, and recycle the fiber content (pulp) of the paper cups into Nepia hand towels. Collection of the paper cups started in February 2025, marked the beginning the material recycling process.



Collection of the used paper cups

This is our first project to conduct material recycling of paper cups generated in office buildings on a regular basis.



Material recycling flow

Oji Group will continue to promote green innovation through the recycling of resources and the development of environmentally friendly materials and products, contributing to a sustainable society.

«Related Release»

> Announcement of "Oji HD, McDonald's Japan, KFC Japan, and Tully's Coffee to start paper cup recycling in collaboration with four companies" *(The release content is in Japanese only)*

<https://www.ojiholdings.co.jp/news/?itemid=2112&dispmid=1199>

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