
Oji Group's paper product chosen by fufumu Corporation for their baby food packaging

Oji Holdings (CEO: Hiroyuki Isono, Head Office: Tokyo) announces that Oji Group's paper was chosen by fufumu Corporation (CEO: Takahiro Takeuchi & Mariko Oshima, Head Office: Tokyo) for their "Paqupa", a lineup of baby food that aims to support children's first bites.

"Paqupa", launched on October 12, 2023, is a baby food brand for children from 5 to 6 months with a purpose to reduce the burden of the guardians in meal preparation. The freeze-dried food cubes can be stored at room temperature and can be prepared in a small amount by simply dissolving them in water.

To match with its product concept, the paper packaging was chosen for its environmentally friendliness and sustainability. With our highly rated specialty in handling packaging paper in small lot size orders and short delivery time, Oji provided an integrated sustainable packaging solution from the product planning stage, including the selection of paper materials and suitable type of flexible packaging. The paper packaging adds the warmth and softness to the product, helping to effectively convey the wish for the children's healthy growth.



Message from fufumu Corporation

"Thanks to Oji's support, we were able to create this package exactly as we envisioned it in a short period of time."

Please refer to the link below for more information about Oji Group's activities.

<https://solution.ojiholdings.co.jp/ojipaperpackage/>

We will continue to strive for green innovation together with our clients' actions.

*1 The package is laminated with paper and film.

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