

---

## Oji Group's Fiber-based Packaging Solution Adopted for French Pastry Product Case Study on Compliance with European Packaging Environmental Regulations

---

Oji Holdings (CEO: Hiroyuki Isono, Head Office: Tokyo) announces that a recyclable fiber-based packaging solution provided by our group company Walki, compliant with Europe's advanced environmental regulations, has been adopted for the secondary packaging of "Paysan Breton" pancakes by the major French dairy cooperative Laïta\*1.

This achievement was driven by the proprietary material conversion technology developed by Walki, a Europe-based leader in sustainable packaging solutions.

Regulations such as the AGEC\*2 in France (banning single-use plastics to promote a circular economy) and the PPWR (Packaging and Packaging Waste Regulation\*3) in the EU are driving brand owners to transition from single-use plastic packaging to recyclable packaging. Walki proposed an optimal recyclable packaging solution that addresses Laïta's considerations; production runnability and material sturdiness requirements while reducing plastic usage. Furthermore, Walki offers packaging with excellent printability by optimizing the printing process, to ensure that the products stand out on store shelves.

The implementation of packaging regulations in Europe is expected to spread globally in the near future. Oji Group is committed to proactively propose environmentally friendly packaging that meet Europe's high regulatory standards in Japan, Asia, Oceania, and other regions, where our production bases are located, addressing sustainability trends and our customers' packaging challenges.

This packaging solution will be showcased at Oji Group's booth (East Hall 3, 3U02) during the "2024 Tokyo International Packaging Exhibition (Tokyo Pack)" at Tokyo Big Sight from Wednesday, October 23 to Friday, October 25.

For more details on Walki's initiatives, please visit <https://www.walki.com/>



Mathieu Boulc'h, Packaging Development & Procurement Manager at Laïta:

"We were looking for a supplier who was able to improve our current paper film secondary packaging solution. The project went very well and Walki met all our needs and expectations. We had a very open dialogue throughout the project and were able to resolve every challenge we faced during the process."

\*1) A global manufacturer based in Brittany, France, renowned for offering high-quality dairy products to markets worldwide

\*2) Anti-Gaspillage pour une Économie Circulaire: a French law on waste reduction for promoting a circular economy

\*3) Regulations aimed at reducing packaging waste and increasing the recycling rates of packaging materials in the EU

Contact

Packaging Business Development Department,  
Corporate Business Development Division,  
Oji Management Office Inc.

Phone: +81-3-3563-4430 E-mail: [oji-paperpackage@oji-gr.com](mailto:oji-paperpackage@oji-gr.com)

Public Relations and Investor Relations Department,  
Corporate Sustainability Division,  
Oji Holdings Corporation

Phone: +81-3-3563-4523 E-mail: [oji-holdings@oji-gr.com](mailto:oji-holdings@oji-gr.com)