
Oji Group's paper product chosen for "gibier" snack for dog packaging

Oji Holdings (CEO: Hiroyuki Isono, Head Office: Tokyo) announces that Oji Group's paper was chosen by Famidge Corporation (CEO: Shota Tainaka, Head Office: Takasaki, Gunma) for their premium dog food "Rice cracker shop's dog snack", developed together with Abeko-Seika Co.,Ltd. (CEO: Toshiyuki Abe, Head Office: Ojiya, Niigata).

"Rice cracker shop's dog snack", released in September 2023, is made of rice flour from Niigata prefecture and wild deer meat that was hunted for the wildlife conservation. Famidge Corporation has been using paper packaging for their products in order to contribute to the local economy and environmental conservation.

Package is an important element that can spread the attraction of the customer's product. We have established a supply chain system that gives suitable recommendation on converters to respond flexibly to customers' needs such as package shape and printing.



Message from Famidge Corporation

"There were no design restrictions in creating the package, and Oji thankfully responded quickly in changing dimensions. As a result, we were able to keep the cost low."

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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