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**Paper recycling is moving to the "next stage."**  
**Oji Group launches new brand 'Renewa'**  
~Expanding the circle of resource circulation  
and contributing to the realization of a sustainable society~

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Oji Holdings Corporation (President: Hiroyuki Isono, Headquarters: Chuo-ku, Tokyo) is pleased to announce the establishment of a new brand, "Renewa," symbolizing various recycling initiatives promoted by Oji Group, including material recycling of difficult-to-process waste paper\*, as a step further from conventional paper recycling.

A graphic for the 'Renewa' brand launch. It features a background image of a lush green forest and a blue lake. Overlaid on the image is the 'Renewa' logo, which consists of the word 'Renewa' in a white sans-serif font, with the Japanese characters 'リニューワ' (Rinūwa) underneath. To the right of the logo is a circular arrow icon. Below the logo, the text 'by OJI HOLDINGS' is displayed, with the Oji Holdings logo (a stylized 'O' with a dot) to the left. On the right side of the graphic, there is a quote in white text: "Creating the circle of renewal together". Below the quote, it says 'Renewa is Oji Group's material recycling initiative to build a larger circle of renewal together with you.' At the bottom right, there is a paragraph of smaller white text explaining the initiative.

**“Creating the circle of renewal together”**

**Renewa is**  
Oji Group's material recycling initiative to build a larger circle of renewal together with you.

This is a new, partnership-based recycling system that turns materials once considered difficult to recycle into renewable resources.  
By working across industries and companies, we aim to grow the circle of resource recycling and continue developing new technologies and systems.

Oji Group has been steadily advancing initiatives toward the realization of a circular society, such as sustainable forest management through forest plantation and waste paper recycling, even before the terms "Sustainable" and "SDGs" became widely recognized.

Paper is a highly recyclable material that originates from forest resources and can be reborn as products after use as waste paper. In Japan, the waste paper collection rate is approximately 82%, and the utilization rate is about 67%\*\* , boasting a high level globally, and paper recycling has already become an ingrained system in society.

On the other hand, there are "difficult-to-process waste papers," such as paper cups and aseptic Carton packages, which are challenging to recycle with conventional equipment, and cases where thermal recycling\*\*\* is unavoidable.

"Renewa" brand aims to expand the possibilities of material recycling for such materials through technological development and inter-company collaboration. We will challenge the realization of resource circulation, taking a step further based on the existing high waste paper collection and utilization rates.

Going forward, we aim to deepen collaboration with companies and organizations that agree with the brand's philosophy, further expanding the "circle" of resource circulation toward realizing a low-carbon, resource-circulating society.

\* Waste paper that cannot be disposed for general waste paper collection and is mostly incinerated as prohibited items

\*\* Source: Waste Paper Recycling Promotion Center <http://www.prpc.or.jp/recycle/number/>

\*\*\* A method of recovering and utilizing the heat energy generated during the incineration of waste

## [The Story Behind the Brand Name and Logo Mark]

### ■Brand Name:

Renewa (pronounced: ree-new-wah)

### ■Logo Mark:



### ■Concept and Purpose of the Brand

It is a coined word with the desire to "transform more waste into renewable resources" and "create a society that harmonizes (調和: chowa) with the environment by expanding the 'circle (輪: wa)' of partner companies beyond industry and corporate boundaries, thereby expanding the 'circle (輪: wa)' of resource circulation." The loop formed by the two arrows in the logo mark signifies the "circulation" of resources and the "connection" of companies and people.

## [Brand Statement]

The paper cup you finished drinking from  
should be sorted and placed in the trash bin.

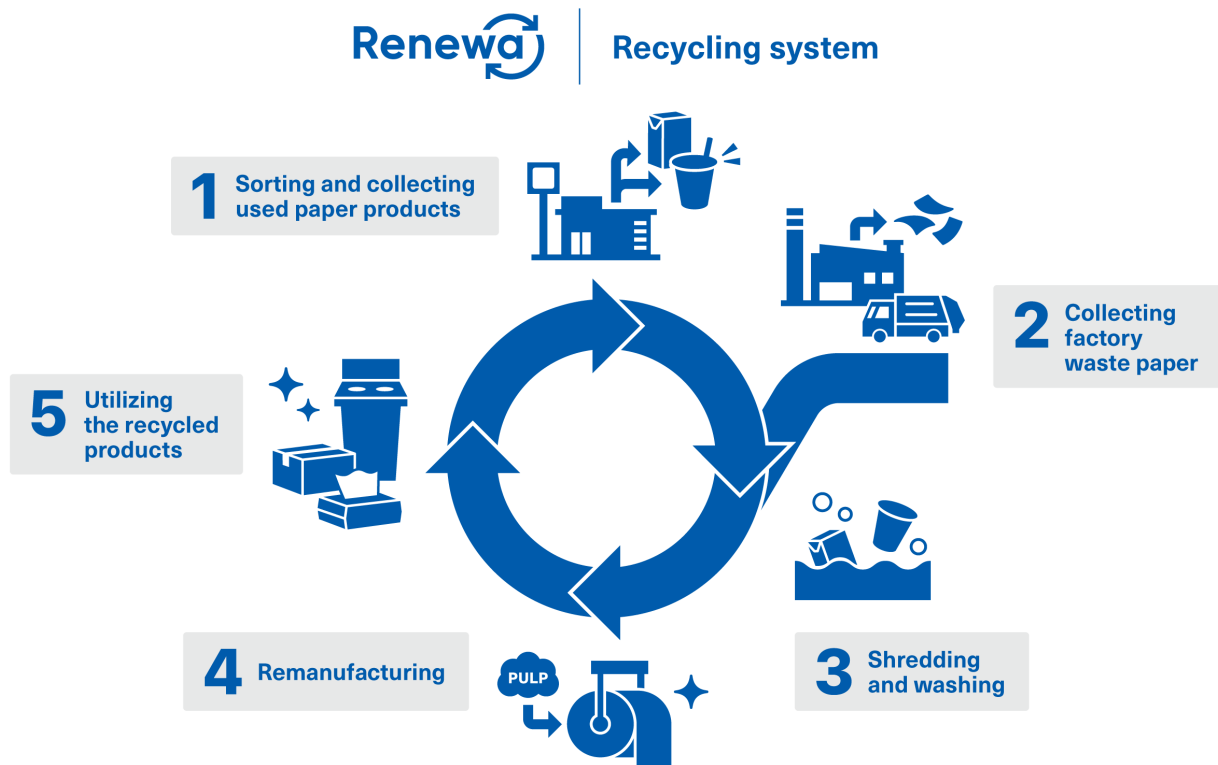
For example,  
beyond such ordinary habits,  
a new recycling system starts to move forward .

It is,  
a system that connects companies, people, and things  
to transform items that could only be discarded until now,  
into renewable resources.

We, Oji Group,  
aim to collect and recycle more items,  
aspiring to a future where the circle of resource circulation expands,  
and will continue to challenge ourselves.

Nevertheless,  
we believe that the power of people remains essential.  
We want to create a large circle together with everyone.

Renewa - Creating the circle of renewal together



[Examples of Material Recycling Initiatives by Oji Group]

■ Recycling System for Liquid Paper Packages (Paper Cups, Aseptic Carton Packages, etc.)

Liquid paper packages are laminated with plastic layers or aluminum layers to provide water resistance and barrier properties, and are mostly incinerated as prohibited items that cannot be disposed for waste paper collection. Oji Group has established a system to recycle paper fibers (pulp) by collecting used liquid paper packages, removing dirt through Shredding and washing processes, then removing plastic layers and aluminum layers. The recycled paper fibers are remanufactured into products such as cardboard and paper hand towels and are effectively utilized.

■ Horizontal Recycling System for Paper Hand Towels

Paper hand towels are difficult to recycle due to poor solubility and issues with dirt and odor attachment, as they are designed to be strong enough not to tear when absorbing water. Oji Group has successfully improved solubility with proprietary technology, efficiently recovering paper fibers (pulp) and remanufacturing them into paper hand towels.

[Examples of Recycled Products]



Paper Cup Collection Box



Corrugated Box



Tissue Box



Paper Hand Towel

Oji Group will continue to promote green innovation through the circular use of resources and the development of Sustainable materials and products, contributing to the realization of a sustainable society.

<<Related Releases>>

- > 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>
- > Announcement of "Paper cups used at SoftBank's HQ building are recycled into Nepia hand towels - A step towards a sustainable future"  
<https://www.ojiholdings.co.jp/news/?itemid=2179&dispmid=1199>
- > Announcement of "Establishment of a Horizontal Recycling System for Paper Hand Towels ~ Launching at Four Hoshino Resorts Facilities from June 1st ~"  
<https://www.ojiholdings.co.jp/en/uploads/news/docs/En06oj19.pdf>
- > Announcement of "Establishment of a recycling platform for used paper cups throughout 23 wards of Tokyo"  
<https://www.ojiholdings.co.jp/en/uploads/docs/En08oj05a.pdf>

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