

Vol. 57
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Special Issue

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Add a Playful Touch to Any Room

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School Soccer Tournament

TSUNAGU is a public relations magazine published by KPP GROUP HOLDINGS CO., LTD. An exploration in rediscovering a fascination with paper, we link paper and culture, paper and business, and paper and people.

Cover Photo
The wallpaper on the cover photo is designed and manufactured by Three A Co., Ltd. and sold by Sangetsu Corporation.
Shabby Memory
Product #: FE76077 (In 2023 – 2026 FINE catalog)

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Subtly Detailed Wallpaper Expresses Profound Beauty

Wallpaper provides beautiful, paper-based decorations for the walls and ceilings of families' and individuals' homes, as well as public spaces like restaurants, hotels, and commercial facilities. It is a major element of staging decor that accounts for a considerable proportion of the surface area involved in decorating interiors, and so could be considered the most familiar interior design material associated with today's living spaces. While people may not ordinarily be conscious of wallpaper, it comes in a diverse range of forms, with an array of different colors, patterns, base materials, and textures. The kind of wallpaper people choose can even improve the quality of their lives. To take a closer look into the profound appeal of these products, we visited a wallpaper manufacturer based in Noda City, Chiba Prefecture.



Evolving with the development of Japan's economy, wallpaper is a part of interior decor that enriches people's lives

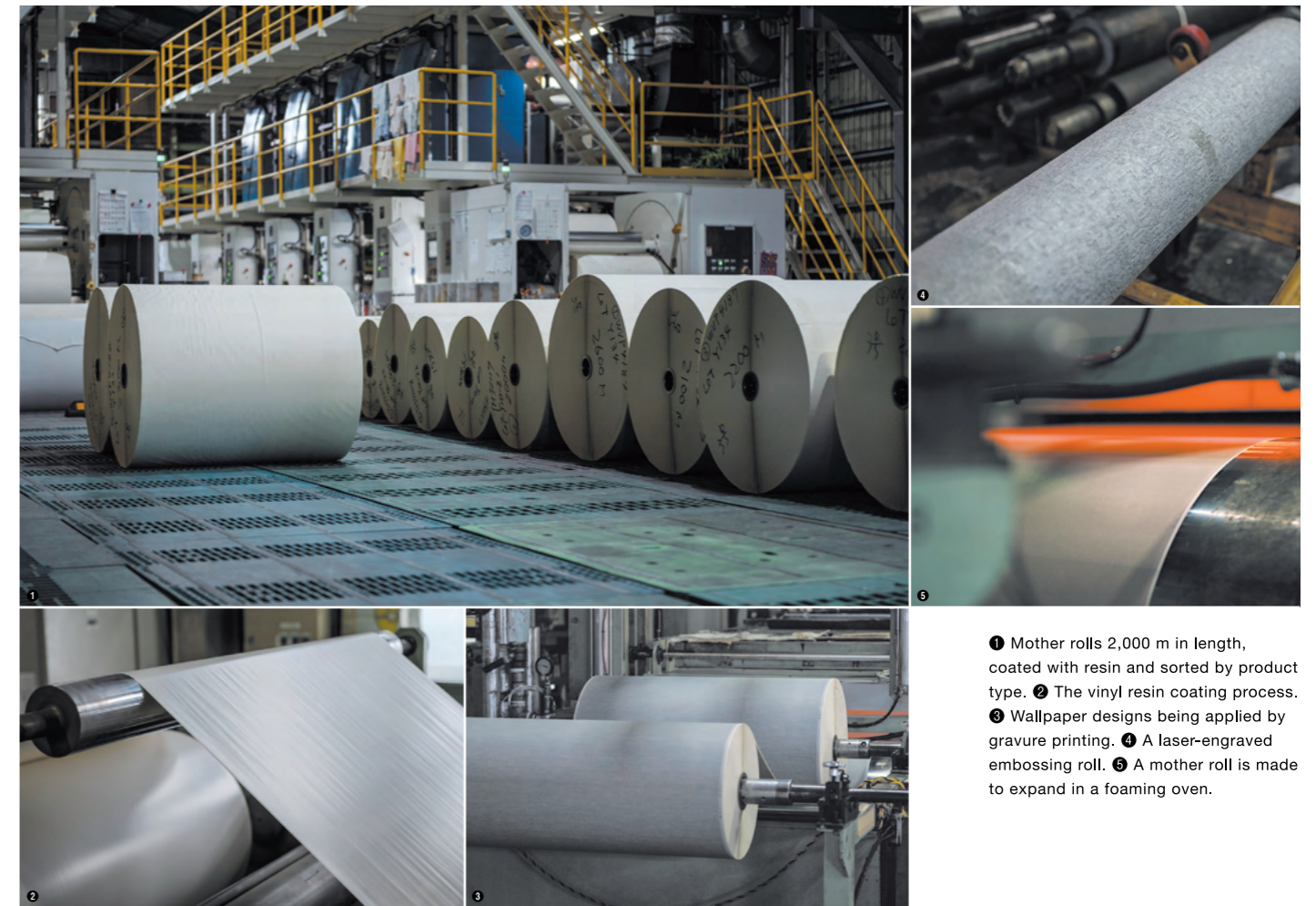
Used to cover rooms' walls and ceilings, wallpaper is an indispensable interior finish material for enriching people's lives. The types of wallpaper available number in the many thousands, offering innumerable combinations of designs, colors, and materials. These range from simple, unpatterned designs that blend in harmoniously with Japanese living spaces to woodgrain and stone-like finishes evoking real natural materials, as well as styles impressively reproducing the textures and feels of fabric. Three A Co., Ltd., a company headquartered in Noda City, Chiba Prefecture, specializes in the manufacture of original wallpaper products, using not only established techniques and materials, but also incorporating artistic approaches, flexibly adopting methods of expression to meet the needs of the time.

"There are actually few countries in the world where wallpaper is used to the extent that it is in Japan," Tomoaki Maruyama, president and CEO of the company, tells us. "In places like the US and Africa, it is more common to apply paint directly to walls, as you might see in Western films where the father is painting the walls on one of his days off. There are various factors related to this, but one is the difference in climates. While in a country like Japan, where the humidity is high, applying paint to concrete can cause mold due to issues like

condensation, this is not a concern in countries with warm, dry climates. Paint is also more affordable and relatively easy to apply, plus there is a growing DIY culture that values taking home maintenance into one's own hands. I think those are reasons why paint is commonly chosen overseas."

According to data the Wall Decoration Study Circle released in 2022, annual Japanese wallpaper shipments amount to 670 million m² annually, in terms of total area, giving Japan a third-place ranking worldwide, following only China (1.8 billion m²) and Russia (950 million m²). Japan is a major producer and consumer of wallpaper, accounting for about one-sixth of the world market. Wallpaper is also widely used in Europe, where there is a long-established culture of decorating interior spaces. While there the tendency is to emphasize its design characteristics, in Japan there is more of a focus on its functionality. It seems that views of wallpaper as part of lifestyle-oriented fashion decor may have contributed to the development of wallpaper culture.

According to the materials used for it, wallpaper can be classified into a number of types. There is paper-based wallpaper, which may be made from *washi* or plain paper, fabric-based types made from textiles including rayon, silk, and hemp, plus plastic-based products, inorganic forms and more.



❶ Mother rolls 2,000 m in length, coated with resin and sorted by product type. ❷ The vinyl resin coating process. ❸ Wallpaper designs being applied by gravure printing. ❹ A laser-engraved embossing roll. ❺ A mother roll is made to expand in a foaming oven.

In Japan, around 99% of the wallpaper actually used is coated with polyvinyl chloride resin.

"Previously, wallpaper made of cloth was most commonly used in Japan. As the use of materials like gypsum board became more prevalent in the postwar period, however, there was a shift to using more durable vinyl wallpaper to protect such structural materials," President Maruyama comments.

Japan's period of rapid economic growth brought increased demand for housing, and the construction of multi-unit apartment and condominium complexes provided a large supply of rooms with uniform designs. This, it seems, caused an explosive boom in the use of low-cost, easy-to-apply vinyl wallpaper.

"Vinyl wallpaper offers a high degree of freedom of expression and surface treatments can be easily applied to it.

Vinyl materials have excellent fire resistance and fireproof properties and can be supplemented with various other functional properties, including stain resistance, deodorant effects, mold resistance, and antibacterial properties," explains President Maruyama.

Three A Co., Ltd. has continuously produced a diverse range of wallpapers, with a focus on vinyl wallpaper, since its establishment in 1982. Spanning a half-century, the company's history has progressed alongside the wallpaper market's period of development.

The Vinyl Wallpaper Manufacturing Process



1. Combining Raw Materials
Raw materials ordered by the company, including vinyl chloride resin and pigments, are combined. An agitator is used to integrate them into paste sol.



2. Coating
After the base paper is coated with paste sol, a drying furnace and cooling roll are applied to create the foundation for the wallpaper.



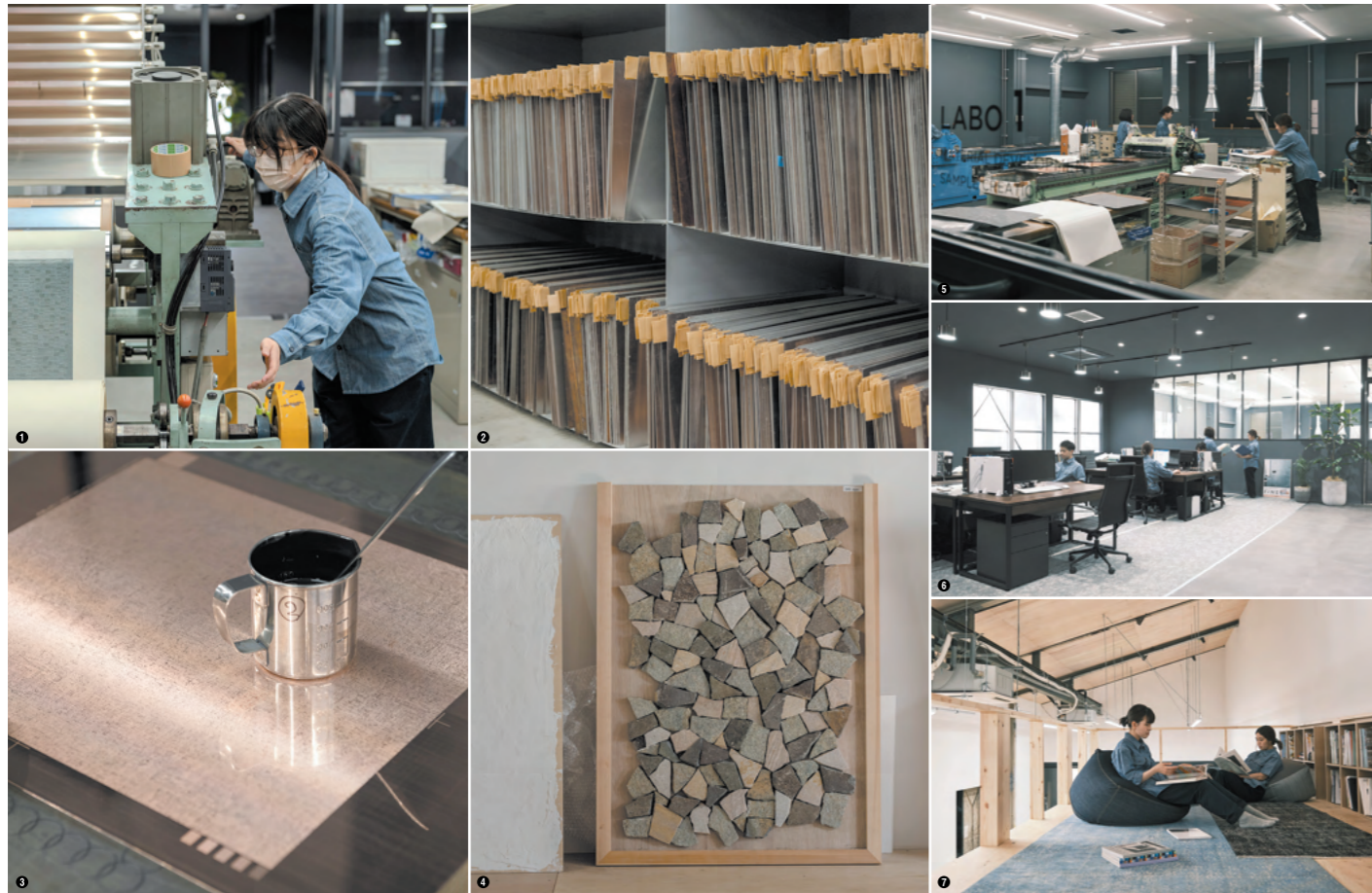
3. Printing
Designs are applied with a gravure printing process employing intaglio printing. Water-based inks are used due to environmental and safety considerations.



4. Foam Expansion & Embossing
Printed mother rolls are made to expand in a foaming oven, then pressed with embossing rolls after being heated.



5. Inspecting & Packaging
Stringent checks are conducted in each stage of the inspection process with inspectors and CCD sensors. Rolls are checked for differences in hue, left-right imbalances, and more.



1-3 Prototypes called “babies” are created in Lab 1 for use in presentations to customers. 2-4 Wallpaper printing plates stocked in great quantities. 5 A wallpaper design created by crushing actual stones. 6 The Planning Dept. 7 A loft space stocked with a library of design works offering helpful hints and ideas.

Aiming to share excitement and wonder by making richly creative wallpaper available to the world

Three A Co., Ltd. maintains three production facilities, where it handles all stages in-house, from the manufacturing process — combining the crude raw materials, printing, embossing, and more — all the way up through shipping the final products. Our reporting team observed the company’s vinyl wallpaper manufacturing process, guided by President Maruyama’s commentary.

First, we traveled to the Kimagase Factory, where materials for wallpaper totaling 10,000 m in length are stacked high. The company says they order paper they have selected to be easy to apply and that will peel off neatly, including the glue, with thin plain paper (65–70 g/m²) used for the mother rolls. They use as much as 30 million m² annually. A paste made by mixing vinyl chloride resin and other materials is used to coat the paper before being dried. Gravure printing is then used to apply patterns and designs. Next, a foaming agent contained in the printed mother rolls is made to expand at high heat (200°C or above), and three-dimensional patterns with uneven surfaces are created by pressing the paper with embossing rolls.

“One of the key demands for our company is to produce beautiful textures with our embossing processes. We use laser-engraved embossing rolls to achieve designs featuring greater complexity and subtle detailing. We’re dedicated to

delivering the most beautiful nuances and shadowing revealed by light — expressions of the utmost profundity,” President Maruyama comments.

Last year, Three A Co., Ltd. expanded its facilities with creative rooms intended to facilitate the exploration of new possibilities for wallpaper and the development of highly original designs. Lab 1 and Lab 2 serve as environments where prototypes and samples of color tones and textural designs can be created and new methods involving collaboration between in-house planning staff and outside designers can be developed.

“Providing wallpapers aptly suited to the times requires delivering new forms of expression and potential added value on an ongoing basis, without being constrained by conventional modes of thinking. We have adopted the slogan ‘Create *wow all* (=wall)’ to represent our mission to deliver a sense of wonder and excitement to people worldwide with our provision of richly creative wallpapers,” President Maruyama tells us.

The company has continuously explored new forms of expression combining the latest technologies. These approaches range from digital printing, which allows low-volume production and enables a diverse range of expression with an unlimited number of colors, as it does not require the use of printing plates, to fleece (non-woven fabric) wallpaper, which



1-6 Creative production activities are carried out in the open, high-ceilinged Lab 2. The large, multipurpose space serves as a venue for prototype creation, design discussions, presentations, and more.

peels off neatly, along with being easy to apply. The next challenge for the company is helping to build a more sustainable society.

“Our theme over the next several years will be working to reduce our environmental impact. One of these efforts will be developing wallpapers using raw materials with lower environmental impact. Another will be putting in place a system to collect used wallpaper for recycling and reuse. With the issues involved with sorting and collection here, it will likely take time to reach systematic implementation. Yet, this is

something we must move forward with. As a start, we are working to separate the waste we generate in our wallpaper production into paper and vinyl chloride, and recycling the paper for use as paper-based cat litter,” says President Maruyama of the vision he has had for some time now.

The challenge President Maruyama has taken on to explore further possibilities to expand the appeal of wallpaper and sow the seeds of excitement in the minds of those who lay their eyes on it is still just in its beginning stages.




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First established as the Three A Chemical Co., Ltd., the company began manufacturing vinyl wallpaper in 1982. In 2000, Tomoaki Maruyama (pictured at left) was appointed the second president. In 2009, the company became the first Japanese wallpaper manufacturer to exhibit at the Heimtextil trade fair (Frankfurt, Germany). In 2022, the company changed its name to Three A Co., Ltd.

KPP Sponsored a Soccer Tournament in Kamakura for Elementary School Students at Which Nets Made With 50% OJO+ Were Used



The OJO+ twisted yarn that is used as material for goal nets was displayed in its pre-production state.



The OJO+ goal nets installed here will be used by a wide range of people, from kids to seniors.

On Saturday, November 11, 2023, the 5th Hato Sta Cup soccer tournament was held at Hato Stadium in Kamakura City, Kanagawa Prefecture. It was sponsored by KPP Group companies Oji Fiber Co., Ltd. and Kokusai Pulp & Paper Co., Ltd. The purpose of this tournament is to give children the pure enjoyment of playing soccer and help them develop an attitude of independence and positivity so they can think for themselves and work toward solutions. The 5th tournament was an exciting competition including eight teams of elementary school 3rd- and 4th-graders — six teams from Kamakura City and neighboring areas and two teams from Kamakura Inter Soccer School.

After all of the games were over, a Good Gamemaker Award was presented to a player from each team, each of whom received a

commemorative medal and prize from Oji Fiber President Masakazu Hirai.

The tournament also featured goal nets made from Paper Yarn OJO+. The students seemed intrigued by the sturdiness and feel of the net, finding it hard to believe it was made of paper. Many families and staff members were also impressed by how lightweight and quick-drying it is, as well as its outstanding functionality and environmentally friendly plant-derived material. These goal nets will be used by Kamakura Inter, a soccer club team in Division 1 of Kanagawa Prefecture's Shakaijin ("working adults") League, for practices and matches. Keep an eye on OJO+, which will be adopted for an increasingly wide range of applications thanks to its outstanding functionality.



Kamakura International F. C.
<https://kamakura-inter.com/>

A club team in Division 1 of Kanagawa Prefecture's Shakaijin ("working adults") League. Commonly known as "Kamakura Inter." The club vision is "Club Without Borders," as they look to shed all borders, including those of nationality, gender, and age.

Hato Sable Stadium
<https://hatostadium.com/>

An artificial turf stadium completed in 2021 thanks to assistance from individuals, corporations, and others in the private sector. It is Kamakura Inter's home stadium and is widely used as a place where people of all ages and genders gather and new value is created thanks to the interplay of diverse values.
 Address: 634-1 Kajiwara, Kamakura City, Kanagawa Prefecture

Contact us with your questions and inquiries about OJO+

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Check out the website with the QR code
<https://www.ojifiber.co.jp>



Advance
 Edge of paper

Paper Wall Decorations Add a Playful Touch to Any Room



Three-dimensional paper wall decorations are fun to assemble

Designed as three-dimensional wall decorations that combine a fancy rectangular look with a simple, modern appeal, these unique animal heads are a popular paper craft made by assembling paper and cardboard. We interviewed Mr. Keiji Tanuma, president of bog craft inc., which manufactures and sells paper interior decorations, about the product. It offers not only the satisfaction of displaying the finished pieces, but also the pleasure of crafting as the pieces gradually take shape in the maker's hands.

—Please tell us what led you to establish bog craft inc.

I have always enjoyed giving tangible form to the ideas in my head. That was one of the reasons I got a job at a hair salon in my hometown in Gunma Prefecture. I worked there for five years, but when the salon closed, I decided to move to Tokyo to pursue my other dream of working in the toy industry. After studying design at a vocational school, I worked for a company in the copyright business before finding a new job at a major toy manufacturer. There, I was responsible for planning and development of toys and capsule figures to be sold at theme parks. Soon, however, I began to question the rapid turnover of products and the fact that the results of my hard work were consumed so quickly, and I decided to establish bog craft inc.

—What was the tipping point for your business to take off?

When we first marketed our three-dimensional wall decoration objects, we exhibited them at major toy and gift trade shows for promotional purposes, but that did not generate much business. Then we decided to change our product positioning from “toys to put together and enjoy” to “interior decorations to put on display and enjoy.” After changing the trade shows at which we exhibited, we finally began to receive concrete business inquiries. Subsequently, in response to growing inbound demand, we expanded our lineup of products with distinctively Japanese characteristics, and this approach ultimately resulted in a much broader customer base.



Patterns are applied in advance to indicate where to cut or fold the paper. The package includes double-sided tape that matches the width of the edge left to apply glue, so all you need to assemble the object is a cutter or scissors.

CEO Keiji Tanuma started the company after working for a toy manufacturer in product planning and development for theme parks and capsule toys. His company's KAKUKAKU series of uniquely designed animal heads composed of multiple polygonal facets has attracted a lot of attention, and the number of stores that carry the products, including interior design and lifestyle stores, has expanded. The company recently launched a new interior brand called SOEL, which uses plants as a motif.



bog craft inc.

—Tell us more about the product lineup of bog craft inc.

Our brands and series include KAKUKAKU, a collection of wall-hanging animal heads and small objects (10 to 20 cm in size) with animal motifs for display on shelves, and SQAR, a collection of three-dimensional paper-made specimens of beautiful insects. We also newly launched SOEL, an interior decoration line of paper plants in vases.

—How does the general manufacturing process work?

Based on data designed with 3D software, we use laser processing machines to apply cutting and folding patterns in order to create elaborate paper crafts. Even if the product is finished according to the data, it is necessary to repeat the prototyping many times due to small variations in the thickness of the paper, etc. For products that have a complex assembly, it can be difficult to achieve consistency, and sometimes we have to make as many as 50 prototypes. It takes around 30 to 45 days to finalize specifications.

—What kind of paper do you use to make your products?

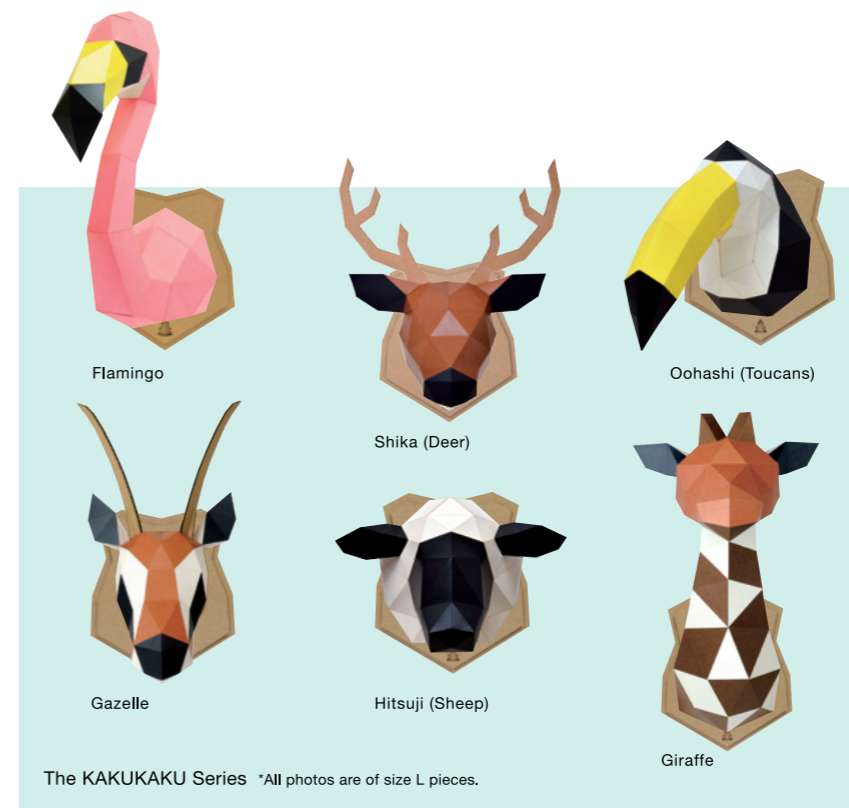
We want to create a sense of depth by layering papers of different colors with as little printing as possible, so we use Kenran and NT RASHA, which are available in a wide range of colors. We also use double-sided tape to assemble the pieces, so we try to choose coated paper that can be removed cleanly if mistakes are made.

—What do you pay special attention to when marketing your products?

We have made it a rule to create our products with the minimum number of colors and facets necessary, and we are careful to cut away the excess to the very last line where the motif is recognizable. By pursuing simple and refined designs, we hope to continue to create products that can be sold consistently and for a long time without being affected by changes in times and fashions.

—Finally, what is your message to our readers?

Our products can be enjoyed not simply as decorations to put on display, but also during the process of putting them together. We hope your readers will try to include them in the interior design of their home as paper figurines filled with the good memories of the time spent creating them.



The KAKUKAKU Series *All photos are of size L pieces.



SQAR Series

EDGE of PAPER



Paper greens that enrich your lifestyle

SOEL is a series of five types of interior plant decorations that can be created by cutting out the flower and leaf parts from the sheet and threading them through the sticks. The stems of the plants are made of reed sticks, so you can put your favorite fragrance oil in the bottle to spread a pleasant scent in your room. Recommended as maintenance-free interior decorations that enrich the eye and the spirit.



Olive

Tulip



Eucalyptus

Rose

Gerbera

New products to be introduced at a Tokyo exhibition

EXTRA PREVIEW #28

Feb. 6 (Tue) – 8 (Thu), 2024

The company plans to present new products inspired by Japanese spring at this event, which will be held at the New Pier Hall (1-11-1 Kaigan, Minato-ku, Tokyo, New Pier Takeshiba North Tower 1F). bog craft inc. accepts orders not only for original products, but also for OEM products, so feel free to contact the company if you are interested.



bog craft inc.

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EC site: <https://bogcraft.official.ec/>



Official website



EC site

This issue's "Create" supplement is a Daruma paper craft designed and supervised by bog craft inc.

Making Letters Speak

Tomone Uemura

Humans are creatures who express their thoughts. I feel that letters are the most profound and noble form of human expression. When it comes to letters, hand-written letters are best.

When we try to read between the lines, we can see the personality of the writer.

Vol. 35: Sanjugo Naoki

Before I even noticed, this series of articles had been going on for the better part of ten years. I am deeply grateful to the readers and to the editorial staff who have made it possible for me to continue doing this for such a long time. In the previous installments of "Making Letters Speak," I used letters I had received in the past to introduce profiles of their senders, but this and the next installments will not be based on letters written to me. Here, I will present a brief profile of the writer Sanjugo Naoki, who was also my uncle, using a letter he sent to my grandfather that has been preserved in our family, and in the next installment, I will present a profile of his friend and founder of the Naoki Prize, Kan Kikuchi.

Sanjugo Naoki, whose real name was Soichi Uemura, was the eldest son of a second-hand clothing store owner in Osaka. He was born in 1891 and died in 1934 at the age of 43. One of his best-known works is *Nangoku Taiheiki* ("The Chronicle of Nangoku"), a historical novel depicting the turmoil of the Shimazu family. Although he was poor, suffered many setbacks in his life, and only came into the limelight as an author in the last decade of his life, Naoki was a prolific writer, leaving behind some 700 short and long works, including novels, essays, and various other writings, before his untimely death.

Naoki had a brother who was ten years younger. His name was Seiji, and I am his eldest son. My father used to say to me, "You are the spitting image of your uncle, Naoki. Not only in looks, but also in personality."

These words were deeply ingrained in me, and after I retired as a white-collar worker, I wrote a biography of my uncle called *Naoki Sanjugo-den* ("The Life Story of Sanjugo Naoki"). Although I am far from being competent or qualified to judge his body of work since I have not studied his writings in depth, Naoki apparently used to say, "My writings are like a Ford car, potatoes, or sardines." I like the "potatoes or sardines" comparison because it reveals modesty, but I have my doubts about the inclusion of the Ford car. He is said to have been the first writer in the literary world of his time to own a car, so maybe it was his way of bragging about it.

According to Shin Hasegawa, Naoki was a unique individual who, if ever there were a compilation of biographies of Showa-era eccentrics, would be at the top of the list. His life was filled with episodes of poverty, reticence, and arrogance. First, let us look at his poverty. It was during a period of his life when Naoki, a university dropout, could not find a job and his wife, Suma, supported him financially. Once, his only meal for four days in a row was rice cooked with soy sauce. He had no money for a three-sen stamp to put on a letter asking his parents for money, so the envelope sat on his desk for a week. (The one sen coin was worth 1/100 of a yen.)

When it came to writing, Naoki was more proud of the speed of his writing than the content or quality of his works. In an essay titled *Watashi no Ryakureki* ("My Brief History"), he wrote, "When it comes to fast writing, I can write five to ten pages in an hour. My fastest record is 16 pages, and the last 20 installments of *Odoriko Gyojoki* were written at that speed." When an editor named Makino of the literary magazine *Bungeishunju* came to rush him over a manuscript, Naoki gave him a Westminster cigarette and said, "Well, enjoy a smoke while you wait." Before Makino could finish the cigarette, Naoki had written an essay.

Restraint was another of Naoki's trademarks. In the monthly bulletin for *Zenshu* ("Complete Collection of Naoki Sanjugo") Seiji Tanizaki recounts the following episode from his later years. Naoki, Tanizaki, and Otokichi Mikami were invited to give a literary lecture in Kofu. After the lecture, local volunteers organized a banquet in honor of the guests. One of the volunteers mistook Naoki for Tanizaki and called him "Mr. Tanizaki."

Naoki remained calm and quiet. The man, however, started asking him questions. "Mr. Tanizaki, do you see your older brother (Junichiro) from time to time?" Naoki did not answer. "What is the age difference between you and your brother?" "I heard that your personalities are quite different even though you are brothers." Naoki sniffed but said nothing. His silence, however, did not indicate any resentment about the curious volunteer's thoughtlessness, either. Tanizaki was surprised by Naoki's ability to maintain silence, which went beyond what he had heard.

He was both poor and extravagant. Naoki lived in poverty for most of his life, except for a period in his later years when he became a popular writer. Perhaps because of this, he left very few personal belongings behind. The only items that remain in the Uemura family are a Go board, a personal seal, and a bogus graduation photo sent to his parents in Osaka, who were anxiously awaiting their eldest son's graduation. Living with Suma Busshi, who followed Soichi to Tokyo and later became his wife, proved financially difficult for him, and he dropped out of Waseda University. To make his parents believe he had graduated, Naoki jumped into the back row of his graduating classmates just in time to take this commemorative photo. After entering university, his life with Suma was one of poverty, and he left behind several loose-leaf letters begging his father for money. This is one of them.

Dear Father,

Someone else just beat me by a day to rent the house I wanted to rent, so I will be moving to a boarding house near Waseda on the 10th. The place where I live now is too far away and is not convenient for commuting these days. I received a letter from Suma asking me to express her gratitude to you for all the things you have done for us. I try to spend as little as possible, but I must pay for books. I wrote you about the cost of the books in my previous letter, and I am now writing to inform you of my expenses for the month of December. All expenses are for the period from today through December 15.

- Lodging fee 16 yen
- Monthly fee 4 yen each, 8 yen in total
- Train fare 5 yen
- Pocket money 3 yen
- Art Study Group (membership fee) 1 yen
- Ichioka Junior High School Tokyo Association 50 sen
- Literature Association 1 yen
- Total: 34.5 yen

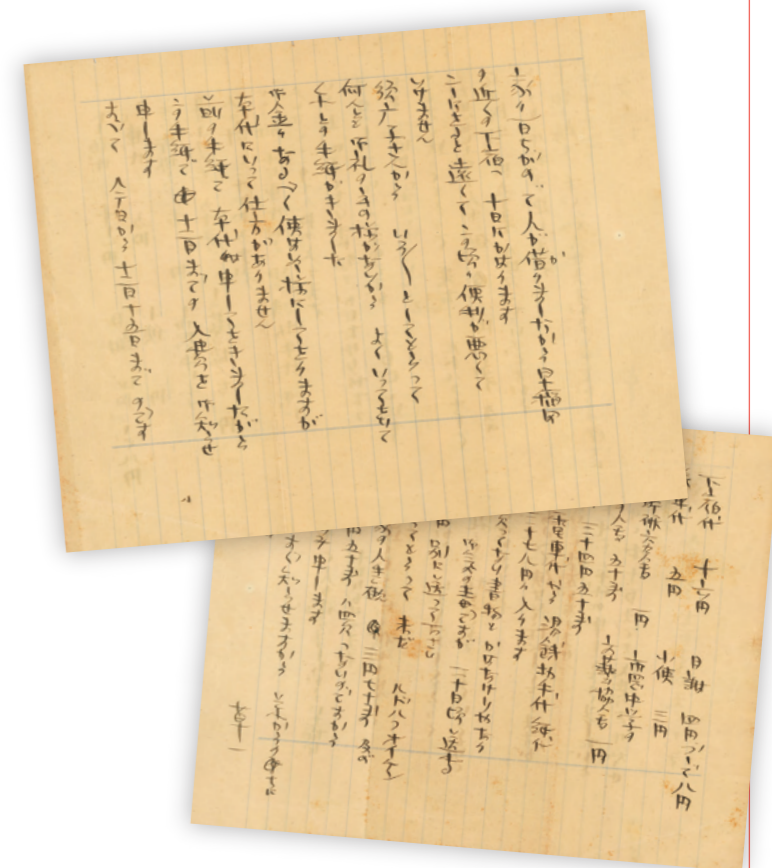
With other expenses, including electric train fare, money for baths, stamps, and paper, the total is 37 or 38 yen. On top of that, I still have books to buy. It pains me to ask you, but if possible, please send me another 34 yen around the 20th.

Even if you send that, I still will not be able to buy Rudolf Eucken's "The Problem of Human Life as Seen by the Great Thinkers from Plato to the Present" for 3.7 yen and "The Triumph of Death" for 1.5 yen. I would be grateful if you could help me.

I will send you the address of my boarding house as soon as possible, so please reply after you receive it.

Soichi

The content of the few letters from Naoki preserved in our family is almost identical. Somewhere in them there is always a request for money. He deliberately uses different Chinese characters for the names Suma and Soichi. He seems to have informed his parents of Suma's existence, but has not yet told them that he is living with her. In the words "It pains me to ask you," I sense timidity and gentleness on the part of my uncle, who was said to be arrogant. I have been told that I am very much like him, and I cannot help but feel sympathy for Sanjugo Naoki, who struggled a lot in the first half of his life and died much too early.



Sanjugo Naoki

Novelist
1891-1934



Born February 12, 1891 in Osaka Prefecture. After dropping out of the Department of English Literature, Waseda University, Naoki worked as a magazine editor and in film production before devoting himself to writing. In 1931, he gained wide popularity with *Nangoku Taiheiki* ("The Chronicle of Nangoku"), a novel about the Oyura turmoil in the Kagoshima domain. After that, he became a popular writer active in a wide range of literary styles from historical novels to novels about current events and contemporary novels. Naoki died in 1934 at the age of 43. After his death, the Naoki Prize, a popular literature award bearing his name, was established to commemorate his life's work. His real name was Soichi Uemura.



Brief Biography of the Author

Tomone Uemura
Essayist

After graduating from the Department of History, the Faculty of Letters, Arts and Sciences at Waseda University in 1962, he worked at Toei Co., Ltd. before entering TV Tokyo Corporation, where he was later appointed to managing director of TV Tokyo and president and representative director of PROTX.

Explore

KPP Group's sustainable solutions to promote a recycling-oriented society

Presenting the KPP Group's Diligent Efforts toward Realizing a Sustainable Society

KPP Sustainable Times

Kokusai Pulp & Paper Participates in Two Exhibitions

In fall 2023, KPP & KPP Group Holdings Co., Ltd. took part in a pair of exhibitions held at Tokyo Big Sight. Logis-Tech Tokyo is one of the largest exhibitions related to logistics and physical distribution in Asia, while Food Exhibition 2023 is focused on food service and large-scale food preparation sites. Both are major exhibitions that attract interested visitors from around the world as venues for staying well informed on the latest information and trends in each of the industries concerned. KPP's booths at both events were highly successful, enjoying great turnouts. Here, we will take a closer look at what KPP exhibited.

Logis-Tech Tokyo 2023 The 3rd Innovation Expo

Oct. 10 (Tue) – Oct. 12 (Thu), 2023

Presenting the theme, "The Sustainable Logistics Called for Today," Kokusai Pulp & Paper's exhibition introduced visitors to a diverse range of products and services oriented to customers' EC business and 3PL (third-party logistics), with a focus on packaging solutions — one of KPP's core businesses.

During the event, a demonstration was held to showcase FillPak® TTC (photo below, top right), a converter with a cutting mechanism capable of rapid, on-demand generation of cushioning materials. The equipment is produced by Ranpak Corp., a leader in the field of paper cushioning materials. The product attracted much attention among attendees for its ability to provide an environmentally conscious, paper-based solution for the cushioning used to prevent products in boxes from moving around during transport. Not only this, but it was also praised as a product for its ability to significantly reduce packing time and facilitate standardized operations as a piece of dedicated paper-feeding equipment.

Other featured products included the Sleeve Box (photo below, lower left), a product capable of doubling ordinary truck loading capacities; Ocean Bound Plastic (OBP) pallets made partially from recycled marine plastic waste materials; and water-soluble gummed paper tape (photo below, lower right), an eco-conscious item. Visitors from the physical distribution industry were introduced to these and other products and solutions that can assist in resolving issues including environmental impact reduction and personnel shortages.



The KPP booth



FillPak® TTC



Sleeve Box



Water-soluble gummed paper tape

Food Exhibition 2023 The 19th Food System Solution Exhibition

Sept. 20 (Wed) – Sept. 22 (Fri), 2023

Recently, beyond ensuring food safety and thorough sanitation management, environmentally responsible approaches are increasingly vital in providing food for schools, hospitals, and elderly care facilities. KPP's exhibition showcased products and solutions aimed at reducing and eliminating the use of plastics, one of our core business focuses.

We exhibited tableware and chopsticks (photos in lower row) made of modo-cell® materials manufactured and sold by AmicaTerra Co., Ltd. The products attracted a great deal of attention for their use of plant-based biodegradable materials able to replace plastics. Along with these, we also displayed highly transparent, eco-friendly products made with marine-based, biodegradable "NEQAS OCEAN" resins manufactured and sold by NEQAS Co., Ltd.

KPP's booth also exhibited a number of other products and solutions designed to meet customers' needs and adapt to their usage environments with environmentally friendly packaging options offering sanitation and the ability to be disposed of as paper waste. These included paper-molded containers formed from paper pulp using 100% virgin pulp and paper food packs.



Deepen

Catch Up on the Latest News at KPP Group



Cultivating Paper Mulberry and Oriental Paper Bush at the Head Office as Part of Our 100th Anniversary Project

This year, 2024, will mark the 100th year since our establishment. As part of a project to commemorate this occasion, the KPP Group plans to produce paper lampshades with *washi* made in Chuo City, Tokyo. Currently, as the first step in this process, we cultivated paper mulberry and oriental paper bush — raw materials to be used in making the *washi* paper — in the sunken garden adjacent to the Head Office's basement cafeteria. We documented the plants' progress as they demonstrated healthy growth even in the face of the fierce summer heat of 2023. We will provide a closer look at the process below, along with photos of the various stages.

In December 2023, we harvested the mature paper mulberry and oriental paper bush. Next, we plan to produce lampshades from the materials we collected in a papermaking workshop with the involvement of KPP employees, and then exhibit the finished items here in Tokyo. Please stay tuned, as we will present ongoing updates on projects related to the 100th anniversary of our establishment in these pages.



* Photo is for illustration purposes.

Paper Mulberry and Oriental Paper Bush Record of Growth



Mid-June 2023
Seedlings are sown and planted on a fresh lawn.



July 2023
Seedlings are weakened by the intense heat. Watering is increased from three times a week to five.



August 2023
Though it takes a while, the seedlings grow. Watering schedule is continually adjusted with ongoing observation.



November 2023
The plants grow to about the height of a person. Harvest time is almost here!



October 2023
Growth rapidly accelerates as the heat subsides.



September 2023
The seedlings' condition remains almost unchanged since August due to record-breaking heat.

Inquiries Concerning
100th Anniversary Projects

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RBL CAFE

5-32-12 Daizawa, Setagaya-ku, Tokyo

Tel: +81-3-6805-2046

Business hours: 13:00–19:00

Open: Saturdays, Sundays, public holidays

* Monday to Friday, closed on occasion

<https://rblcafe.jp/en/>



Immerse yourself in reading to your heart's content in a book cafe full of quiz reference materials

The Shimokitazawa area in Tokyo is a subculture mecca—dotted with live music clubs and theaters, it is the source of various new trends and cultural forms. Tucked away in the back alleys of this district, which teems with young people, you will find RBL CAFE.

“All of our books are reference books for creating trivia quiz questions,” says Mr. Takaya Nakano, who runs RBL CAFE while pursuing his main career of quiz writing and managing his own production company specializing in quizzes. “I often work in cafes myself, so I opened this cafe to create a space where I could work in a relaxed way and enjoy some good coffee.” Bookshelves on the left and right sides hold around 7,000 books, mainly books of knowledge with titles

like “Introduction to...” and “Compendium of...” Comfortable sofa seats facing the bookshelves make for a classy space where each and every customer can relax and immerse themselves in reading. “About half of the customers come just to enjoy reading, while the other half come to browse the materials, and most of them are careful not to make any loud noises,” says Nakano.

RBL CAFE is also available for rent as an event space, and sometimes hosts typical Shimokitazawa-type events, including short live music performances, one-man plays, and talk shows with actors and directors. Nakano adds, “We also hold quiz events, inviting members of the general public as contestants. We may be the only cafe in the world with quiz

answer buzzers (laughs).”

Since it has so many materials for quiz-making, RBL CAFE is a “treasure house of knowledge” with a plethora of good books in a wide variety of genres. This is one cafe that can truly satisfy the pursuit of intellectual curiosity.



Use of the cafe is on a timed basis: one menu order earns 120 minutes of use. A seating fee of 200 yen per 30 minutes kicks in for time exceeding 120 minutes. The hand-drip blended coffee is also delicious.



We have adopted a bookbinding method free of staples, paste and heat, taking into consideration recycling and the risk of injuries.



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