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SPECIAL INTERVIEW

Yuko Arimori × Madoka Tanabe

Two-time Consecutive Olympic Women's Marathon Medalist

Chairman & Chief Executive Officer KPP GROUP HOLDINGS CO., LTD.

THEME

What is the Appeal of OJO+ Paper Filament Fiber? /
Hints to Its Success on the International Stage

Increasingly Popular as a Sustainable Textile



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.

SPECIAL INTERVIEW 01

Hints to Its Success on the International Stage / Q&A on the Appeal of "OJO+"

Deepen 06

KPP Group Holdings TV and Radio Commercials

Color 07

Fragrant Paper

PAPER TOPICS 09

Hands-On Workshop Kit PAPER CAMP/etc.

Explore 11

Creating New Recycling Mechanism with J. League's Thespakusatsu Gunma/etc.

Communicate 13

Postcard of Thanks from Writer Who Lived a Turbulent Life

Visit 15

Focus on Notable Bookstores Creating New Focus of Communication

Create Supplement

Make a Latticed Snowflake Ornament!

SPECIAL INTERVIEW



For Help Achieving Goals, Approach Daily Work with a “Blueprint” to Guide You

We arranged a special dialogue between Yuko Arimori, a remarkable Olympic athlete who won medals in two women's marathon events, and KPP GROUP HOLDINGS CO., LTD. Chairman & Chief Executive Officer Madoka Tanabe. The two draw on experience from the leadership positions they have held in their respective fields of sports and business to share communication techniques for facilitating smoother interactions when working in international settings. Together, they discuss advice for young business people looking to navigate the changing times.

—Arimori-san has made spectacular achievements as a trailblazer in the world of Japanese women's marathon running, including taking home medals at two consecutive Olympics: a silver medal at the 1992 Barcelona Games and a bronze at the 1996 Atlanta Games. Chairman & CEO Tanabe, what kind of impression has she made on you?

Tanabe: As a spectator watching on TV, I was a supporter, of course. Arimori-san, I was so impressed by the way you pushed yourself beyond limits and just kept racing along. When you won the medal in Barcelona, that was the most remarkable achievement in many years in Japanese women's athletics, wasn't it?

Arimori: The most significant in 64 years.

Tanabe: For me personally, though, your win in Atlanta made an even deeper impression. The Japanese public had big expectations for you, and the whole country was moved by the comment you made right after you crossed the finishing line, “For the first time ever, I feel like praising myself.” In actually running both of those races, which did you find more grueling?

Arimori: There were more ups and downs in the Atlanta course, so it was more difficult. In Barcelona, there was a steep climb continuing for about 4 km in the final stage leading up to the Montjuïc hill, which was really demanding, but I think I was able to show off the work I'd put in with high-altitude training.

Tanabe: You were a member of the Recruit Co., Ltd. athletics team. Did Tenmaya, the department store chain based in Okayama, where you are from, ever invite you to join them?

Arimori: The Tenmaya women's athletics team was founded in 1992, and that came about after I took home the medal in Barcelona. I can tell you know a lot about sports. Have you been an athlete yourself?

Tanabe: I was really into rugby in high school. I even competed in the National High School Rugby Tournament at Hanazono.

Arimori: That's amazing!

Tanabe: As an aside, in 2013, to commemorate the 50th anniversary of high school rugby tournaments being held at Kintetsu Hanazono Rugby Stadium, a match between Tenri High School and Hokkaido Kitami Hokuto High School was held, just like the championship game that had been held 50 years before. Old team members—mainly those who had been on the teams at the time—took part, and I played too, after spending a year getting back in shape. The match was even shown on TV. It really made for a great memory.

Arimori: Even with sports we do later in life, there's a big difference between marathons and rugby, isn't there? I think that's really amazing. —When Kokusai Pulp & Paper Co., Ltd. and Oji Fiber Co., Ltd. held their joint exhibition at the Sustainable Fashion Expo in October 2022, you appeared in an event showcasing OJO+, a product made from paper thread fibers, Arimori-san. It seems that you were already acquainted with Hiroyuki Shiraishi, the president of Oji Fiber?

Arimori: I was given some OJO+ socks before, and that was the beginning of our connection. They have a comfortable feel, so I still wear them sometimes, too. Marathons can require subtle adjustments, like with minor details of the stiffness of the sewing, and I haven't had a chance to test them out in that way yet. As far as how they feel when I've tried taking them on walks, though, they adapted to my feet well. Besides that, I have an older brother who works in the paper industry, and he told me that he knows about OJO+ and actually loves wearing their products.

Tanabe: There were a number of different products made with OJO+ shown at the exhibition. Did any of them pique your interest?

Arimori: First of all, it came as a surprise to me to see so many products that could be made from paper like that. It made me really interested to know how it feels to wear items of clothing made out of paper. I'm also extremely curious about how their texture and feel might change over time.

Tanabe: What did you think of the OJO+ artificial turf?

Arimori: It really astonished me. You encounter synthetic grass pretty often at athletic sites, but the thing is, it really tends to get hot. With child-oriented programs, you want to walk barefoot on it or rest on it, but it just gets too hot for that. On that point, OJO+ synthetic grass seems like a safer option,

since it doesn't capture heat like that, and it has the characteristically softer, rounder feel of paper. I would feel safer letting kids come in contact with it. It seemed like a really ground-breaking product to me.

Tanabe: I hear you spent a good amount of time not only at the event but in the booth we presented. You didn't have a hard time with all the visitors who came by?

Arimori: Oh, no, I was having too much fun myself! (Laughs) The OJO+ jackets and shoes were really charming, and I was amazed by the quality of the jeans. You'd never guess they were made of paper.

Tanabe: I'm really happy it was of so much interest to you.

—Arimori-san, you started competing in athletics events in junior high school and put in untiring efforts to make your many triumphant achievements. Do you have any advice for young business people working in the KPP Group or other companies to achieve greater results in the future?

Arimori: Unlike marathons, where you put everything into the race for a certain period of time, work is something you have to continuously keep up on, isn't it? Even still, the important common point the two share involves whether you're able to be passionate in tackling the tasks at hand. I tend to think it might be crucial to bring your own way of thought and devotion into your approach to work. It's in putting our thoughts and feelings into each job and task, and not simply completing work we've been assigned, that we come to attract others, I feel. With the things we use in marathons, too, if the sentiment of the maker isn't reflected in something, it will become apparent with something like a little seam coming apart. Beyond that, the way my teammates and I were able to follow our coach Yoshio Koide up until the end the way we did was because he himself loved foot racing more than anyone. He adored it, and he was so passionate in the way he tried to convey its charms. That's what made us able to put our genuine trust in him and follow him with such confidence. Here, I'm applying this to a different field, but I believe that this approach of incorporating your own thoughts, feelings, and goals in taking on things is similarly important.

Tanabe: There are points in common between the work those of us in the business world do and the marathons athletes run, undeniably. To finish a marathon, I believe, you have to run 42.195 km, and on top of that, you probably need to have a “blueprint” worked out. You have to consider strategy, taking into account hill climbs and descents on the course to work out lap times and how you're going to respond to other contenders' approaches, right? If you take off running without a plan in mind, you might end up with a leg cramp or not get your proper water supply and fall short of the finish line. The same applies in business. In my view, it's very important to work out a blueprint for achieving goals from a long-term perspective and be mindful in engaging with the work at hand that needs to be done. There are about 5,400 people working for KPP Group Holdings around the world, and I feel it's essential that we are all looking at a common “blueprint” and sharing the same sense of values.

—As a global corporation with locations in 147 cities in 45 countries, KPP Group Holdings has a need for human resources that will enable further active participation in the global arena. Arimori-san, you've served in key positions for a range of international organizations, including as a United Nations (UN) Goodwill Ambassador and International Olympic Committee (IOC) member. What sort of things have been helpful to you in overcoming differences in language, culture, or values and establishing good communication?

Arimori: I know this is challenging for a lot of us from Japan, but I think it's



hard to be active and successful abroad without self-promotion skills. You will end up with fewer chances if you're not able to hold your own views and also be able to express them. One thing I'm always conscious of is looking people in the eye when I talk to them. I tend to think it helps you get across what you want to convey to people and also makes them feel like finding out more about what you have to say. Also, it's important not to seek *agreement* from them. If you seek *agreement* from someone who has a different value system than your own, it creates a rift between you the moment they feel that they don't see it the same way. That's why I'm conscious of trying to seek their *understanding* instead. If you take a one-sided approach and try to impose your ideas on someone without appreciating that they have their own ways of thinking and their own history, you won't be able to engage in deeper communication with them. I think it's important to take an approach of hoping to convey things and not pushing your own views onto others.

Tanabe: It's just as you've said, Arimori-san. If you're not equipped with management skills with the ability to think and act on your own, it's tough to take a role of active participation in the international arena, isn't it? Besides that, environmental pollution has become a major social issue, but I also worry about “digital pollution” among younger people. Advancements in digital technology have made it possible to get shown the answer to a question so easily, with just the press of a button, but I feel that there's great importance in the process and approach in making your way to the conclusion, as well. With that in mind, I hope younger people do also get to have plenty of experiences that have less of a clear point. That way, when they find their own strength within such experiences, it should give them unbeatable confidence with that niche. —Thank you for all of this valuable advice. Finally, could you share with us your hopes and plans looking forward, Arimori-san?

Arimori: Sports can be really inspiring to people, and so I feel that by making a range of different commitments, I can play a part in effecting change in society as a whole. I plan to continue engaging in activities to be of service to society through my experience with sports. I'm also going to keep my eye on the future progress of KPP Group Holdings after being able to make this connection through OJO+.

Seek Understanding Rather than Agreement in International Settings



Yuko Arimori

Originally from Okayama City, Okayama Prefecture. After graduating from Nippon Sport Science University, began work at Recruit Co., Ltd. Took home a silver medal at the 1992 Barcelona Olympics, becoming the first Japanese medalist in a women's marathon event. Won a bronze medal at the 1996 Atlanta Olympics as well. Her post-race comment, translating to “For the first time ever, I feel like praising myself,” was selected as the winning phrase for the year's Ryukogo Taisho (Buzzword of the Year) award. In 1988, Arimori established NPO Hearts of Gold, for which she serves as representative director. In 2007, announced her retirement as a professional marathon runner. Currently holds a number of key positions, including International Olympic Committee (IOC) Commission for Sport and Active Societies committee member, Special Olympics Nippon chairman of the board, Japan Association of Athletics Federations vice president, and Japan Association for University Athletics and Sport (UNIVAS) vice president. In 2010, became the first IOC Women and Sport Awards recipient from Japan.

Even
Yuko Arimori
is a fan!

Natural Filament Fiber
OJO+[®]

Tell me more
about OJO+!

Q & A



What makes paper-based OJO+ superior to other fibers?

Paper made from strong Manila hemp is cut into thin strips that are spun into OJO+ filament fibers. The smooth, long-fiber yarn pills less than conventional hemp, is water-resistant, and stands up to repeated washing in water. It is porous and contains a great deal of air, making it surprisingly light as well. The fiber is highly absorbent and dries quickly, so it feels smooth and soft against the skin.



OJO+ Properties

- Lightweight and durable
- Bouncy, crisp fabric, feels smooth and soft
- Takes dyes extremely well
- Little piling
- Breathable and quick-drying
- Natural deodorizing and antibacterial properties
- High heat retention and moisture absorption
- Cuts UV rays
- Extremely water-resistant and washable

Why is OJO+ gaining so much attention as a sustainable material?

Manila hemp, the raw material used to produce OJO+, is a perennial found in the Philippines and Ecuador. It grows from seedling to five to six meters tall and 40cm in diameter in about three years. This extremely quick-growing plant absorbs a great deal of carbon dioxide and biodegrades in the natural environment without producing toxic substances, even when incinerated. For these reasons, OJO+ is an eco-friendly material that holds a great deal of promise both in and outside of Japan for reducing our environmental impact on the planet.

As proof of its world-class safety credentials, OJO+ has been certified by two of the most rigorous international certification bodies. As an OEKO-TEX® product class 1, OJO+ is certified as a textile that meets the most rigorous safety requirements, being safe enough for contact with babies' mouths. It is also certified organic as a raw material free of chemical fertilizers and pesticides under CERES certification for organically grown agricultural products and organically processed products. Our company also uses Manila hemp grown in Ecuador, which can be certified organic.



What types of products use OJO+ fiber?

Because OJO+ works so well in blends with cotton, polyester, and other fibers, it is utilized in a wide range of applications and products. More and more apparel brands are using OJO+ in their summer lines for its dry, cool feel and in their winter wear for its moisture retention properties. It is used in jackets, denim, and sweaters, as well as in shoes, socks, hats, bags, and other items. Strong and sturdy, these fibers are beneficial in interior furniture upholstery and rugs, and when blended with other fibers, OJO+ works well in towels, sheets and other bed linens, thanks to its excellent moisture absorbency, wicking properties, breathability, and water repellency. Recently, we have been doing all we can to create a paper-based alternative to plastic artificial turf, which causes so much marine plastic.



Are there any safety concerns such as affecting the skin?

As proof of its world-class safety credentials, OJO+ has been certified by two of the most rigorous international certification bodies. As an OEKO-TEX® product class 1, OJO+ is certified as a textile that meets the most rigorous safety requirements, being safe enough for contact with babies' mouths. It is also certified organic as a raw material free of chemical fertilizers and pesticides under CERES certification for organically grown agricultural products and organically processed products. Our company also uses Manila hemp grown in Ecuador, which can be certified organic.



Questions and inquiries related to OJO+

Oji Fiber Co., Ltd

Address: 7F OJI Holdings 1st building,
5-12-8 Ginza, Chuo-Ku, Tokyo

TEL: +81-3-5550-3003

FAX: +81-3-5550-0621

Scan the QR code! ▶▶▶

<https://www.ojifiber.co.jp/en/>



Deepen

Catch Up on the Latest News at KPP



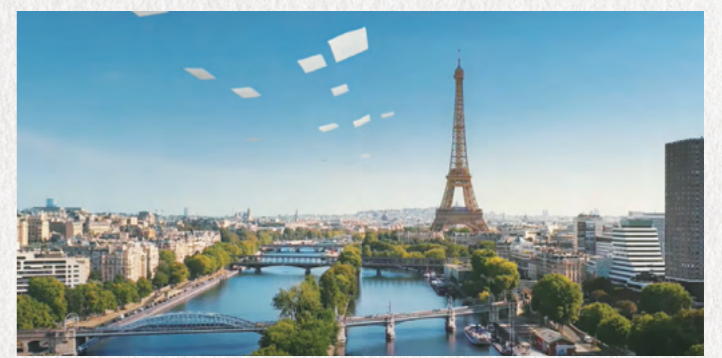
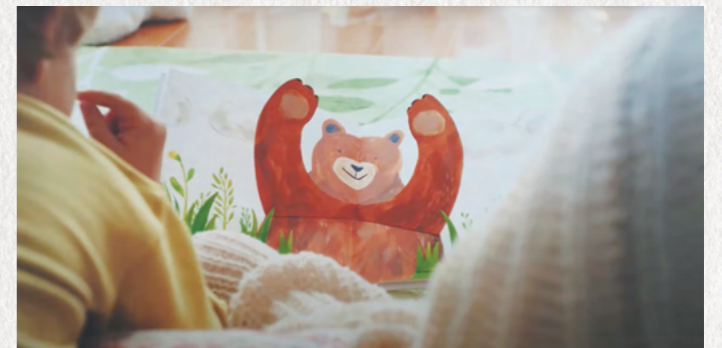
KPP Group Holdings Ad Airs on TV and Radio

With our transition to a holding company structure, this section of the previous issue featured a message to readers from the Chairman and CEO of KPP Group Holdings, Madoka Tanabe. In this issue, we follow up with some news about the radio and TV commercials airing since last October to introduce the KPP Group to as wide an audience as possible.

The commercials focus on our key message: A Paper Trail for Creating the Future. With this message, we seek to widely publicize our kickoff as an integrated global recycling-oriented company and convey that paper is a material that will continue to be a part of our daily lives, benefiting the world in many different and new ways.



You can also see the TV commercial on the official KPP Group YouTube channel.
<https://youtu.be/ti5Yj3AMMgo>



TV commercial

Channels: TV TOKYO, Television Osaka, TV SETOUCHI BROADCASTING, Television Hokkaido Broadcasting, Aichi Television Broadcasting, TVQ Kyushu Broadcasting, BS TV TOKYO

Program: NEWS MORNING SATELLITE

Time period: October 3 (Mon.), 2022 – March 24 (Fri.), 2023

Time slot: Weekly Monday – Friday, 5:45 – 7:05am
<https://www.tv-tokyo.co.jp/nms/>

Radio ad

Radio station: TBS RADIO (7 prefectures in Kanto)

Program: Morimoto Takero Standby!

Time period: October 3 (Mon.), 2022 – March 31 (Fri.), 2023

Time slot: Weekly Monday – Friday, 6:30 – 8:30am
<https://www.tbsradio.jp/stand-by/>

FRAGRANT PAPER

We've carefully selected some fragrant items made from easy-to-use, easy-burning paper. Just smelling a fine fragrance is perfect for self-calming and self-motivation. Why not try making some of these a part of your daily life?



Portable and convenient paper incense for relaxing while on vacation

01

GRASSE TOKYO Paper Incense

Sold by: GRASSE TOKYO Co., Ltd.
<https://grassetokyo.ocnk.net/>

Entering your hotel room on a trip may expose you to the smell of cigarettes (even in a non-smoking room), the previous guest's perfume, or perhaps mildew. GRASSE TOKYO's paper incense is what you want to have handy for such situations. The tin case is ideal for carrying around, as it doubles as a cinder receptacle, and compactly holds the paper incense, the holder for attaching it, and matches. Simply pop out a piece of paper in the shape of a mouillette (blotter card) and burn it to release blackcurrant fragrance with a hint of violet and rose. It is sure to gently purify those troublesome odors. Great for deodorizing after cooking pungent food and for toilets, entrances and other places where odors tend to linger. 15 sheets per pack.



Aburatori-gami (facial oil blotting paper) made of Tosa Washi (Japanese paper) that bursts with the scent of yuzu every time you use it

02

Tosa Washi YUZU Aburatori-gami

Sold by: Ecology Shimanto Co., Ltd.
<https://www.eco40010.com/>

Aburatori-gami, or oil-absorbing paper, which limits facial shine caused by excess sebum and improves face powder and foundation application, is a must-have item for women who want their makeup to stay looking good for a long time. We recommend Tosa Washi YUZU Aburatori-gami if you are busy with both a job and household chores. The microcapsule-processed soft Japanese textured Tosa Washi is infused with the fragrance of yuzu, a local specialty of Kochi Prefecture. When lightly rubbed, it gives off a subtle citrusy fresh aroma that refreshes you every time you use it. The mild texture makes it easy on the skin, so consider it safe to use even if you have skincare concerns. This item is also recommended for men who sweat a lot or have oily skin. Try this "slightly fancy" aburatori-gami and feel good every time you use it! 30 sheets per pack.

03



Enjoy a faintly lingering scent that evokes a sophisticated mature sensibility

Fumikoh

Sold by: Ouno Kungyokudo Co., Ltd
<https://shop.kungyokudo.co.jp/>

Fumikoh is Japanese paper with a small sachet of incense, a popular part of Japanese letter writing culture since ancient times. Place it in a letter or gift, and the gentle fragrance of incense rises from the envelope or wrapping as soon as it is opened, reminding the recipient of the thoughtfulness and consideration of the sender, and expressing a uniquely Japanese sense of profundity. Send one with a gift, or use one as a bookmark to insert in a notebook or book and enjoy the subtle fragrance as you turn the pages. Or put one in a business card holder, and impress the recipient of your card with the pleasant fragrance. The design that calls Kyoto's culture and seasons to mind, and the *tatou-gami* (special wrapping paper used to store kimono) on the outside make it a rarity that evokes a mature sensibility and aesthetic sense. Comes in four types: Sakai-machi 101, Sakura, Morning Glory, and Ginkgo Biloba. 3 sheets of each scent per set.

Incense with a leaf motif great for decorating interiors

HA KO

Sold by: Kunjudo Co., Ltd.
<https://hakopaper.official.ec/>

The stylish design uses the motif of a real leaf, from its delicate form to its veins. HA KO is *washi* (Japanese paper) incense that is carefully forged one at a time by a craftsman. Just open the package and place it in a room to enjoy the gentle fragrance for up to three months, or use it to effectively express your thoughtfulness by attaching it to a letter. Or, you can light it, and the incense will burn for 5 to 7 minutes, depending on the shape of the leaf, spreading its deep soothing fragrance to every part of a space. This incense is a natural interior decoration, perfect for creating a contemporary Japanese atmosphere in a room.



11 fragrances in all: 8 white + 3 black. There are also six seasonal products, alternating between spring/summer and fall/winter.

A high-grade letter pad created by a venerable incense maker

Kaori-sen

Sold by: Ouno Kungyokudo Co., Ltd
<https://shop.kungyokudo.co.jp/>

05



Morning Glory

A handwritten letter that takes time and effort to write can convey your feelings much more eloquently than an email or a text message. Kaori-sen is for you when you want to convey your feelings to the recipient even more deeply. These letter pads, created by Kungyokudo, a long-established incense company with a close to 430-year history, are adorned with elegant fragrances prepared based on a fragrance blending book handed down through generations. The moment the recipient opens the package, a pleasant aroma will rise faintly from it. Illustrations of elegant seasonal flowers also add a touch of color to your words. Why not send a calming moment with a thoughtful letter that releases a fragrance that dances gently in the air when opened? Comes in a paulownia wood box. Six types: Sakura, Wisteria, Morning Glory, Water Lily, Cosmos, and Camellia. 100 sheets per box.

Detachable individual-use sheets of washi incense

WASHI INCENSE

Sold by: Kunjudo Co., Ltd.
<https://kunjudo.shop-pro.jp/>

06



Of course, we can enjoy the fragrance, but incense also produces a variety of benefits when incorporated into daily life. Perhaps you see preparation of an incense burner and cleanup of ashes as a troublesome job. In that case, we recommend WASHI INCENSE, which is made of *washi* (Japanese paper). The individual sheets eliminate ash scattering and make it easy to prepare and clean up, because all you have to do is insert one into the clip that comes with the incense. When you light the tip of the incense, the smoke gently wafts up for about five minutes as the soothing fragrance circulates throughout the space.

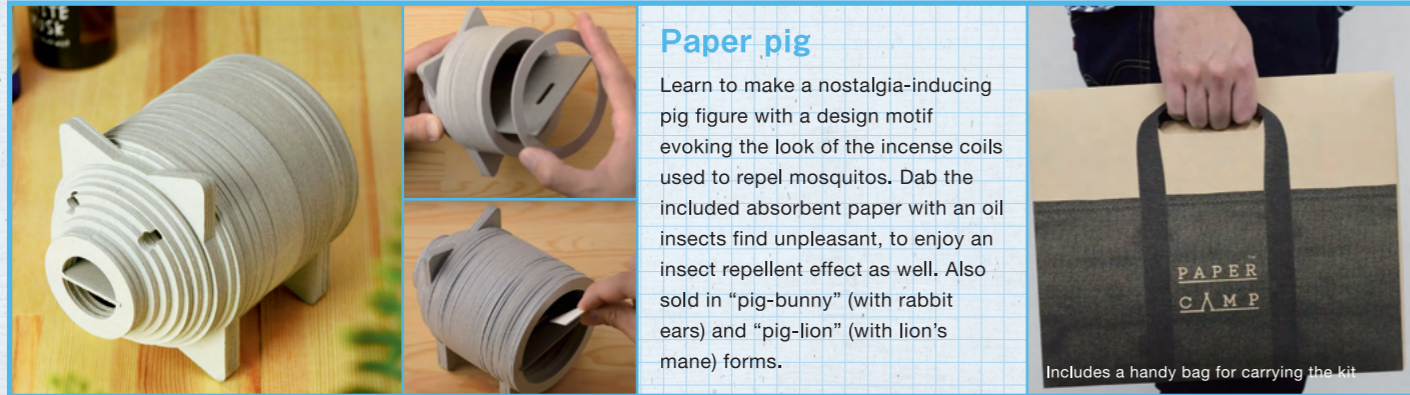
Five different fragrances have been blended by Kunjudo, a company on Awaji Island that has been in business for 130 years, using a unique proprietary manufacturing process. Choose whatever fits your mood for an indoor fragrance that will add color to your daily life. Comes in five fragrances (#1 through #5). 30 sheets per box.

01

Paper Crafting Workshop Kit Offering the Enjoyment of Making Things with Paper

PAPER CAMP

PAPER
CAMP



Paper pig
Learn to make a nostalgia-inducing pig figure with a design motif evoking the look of the incense coils used to repel mosquitos. Dab the included absorbent paper with an oil insects find unpleasant, to enjoy an insect repellent effect as well. Also sold in “pig-bunny” (with rabbit ears) and “pig-lion” (with lion’s mane) forms.

Includes a handy bag for carrying the kit



Paper container bag

Put together a paper box just the right size to fit two gas canisters for portable gas stoves. Choose between two color variations: black and gray, or green and beige.



Paper lantern

Make a paper lantern that can be set on a surface or hung. Illuminates surroundings with soft light using the included miniature LED light bulb.



Paper light box

Create a light box forming an illuminated pattern with light emitted from tiny holes in it. Also provides ideal opportunities for learning about electric circuits with the included miniature LED light bulb and button battery.

In recent years, workshops have come to be widely held in a variety of different settings. Unlike seminars, where an organizer might talk and present in a one-sided manner, hands-on workshops put participants in a role of active involvement. They are organized for a range of purposes these days, from internal company training to promotional events, handcrafting events that children and adults can enjoy together, group learning at schools, and more. PAPER CAMP is a paper crafting workshop kit developed by PROGRAF Inc., a printing company headquartered in the city of Sanjo in Niigata Prefecture. The company focuses on visual expression and works to develop original goods as well. The company has applied its creative faculties and design sensibilities along with experience garnered through workshops it has held itself to create a kit that ensures ease of use for organizers and a satisfying experience for participants. Realizing that it can often be difficult to find the time to plan for typical workshops or to prepare the necessary tools and supplies, PAPER CAMP kits are offered as individually

packaged sets containing materials for one person. In addition to instructions, provided in English as well, the company has put together instructional videos to facilitate smooth, stress-free workshop experiences with minimal organizing staff. As to why the kits feature a “camp” theme, with the mosquito repellent incense coil motif and the lantern users can make, Yuuki Sato of PROGRAF explains, “Workshops correspond to an intangible form of consumption, which places value on experiences and activities. The action of using one’s hands and fingertips to put the paper parts together has a lot of associations with the camping experience, with pitching the tent, splitting firewood, and so on. We developed the PAPER CAMP kit as a tool parents and children can enjoy together.” The company also holds workshops geared for junior high-school students online. The PAPER CAMP workshop activities have provided opportunities to convey interesting aspects of paper and printing to students, who have had fewer chances to take part in

off-campus learning experiences in the COVID era. This is an optimal workshop kit for encouraging new interactions, and it also offers the enjoyment of handcrafting. If that sounds interesting to you, be sure to check these kits out.

PROGRAF Inc.

Address:
1-9-20 Kita Nyuukura, Sanjo City,
Niigata Prefecture
TEL: +81-256-38-5735
FAX: +81-256-38-3860
<https://prograf.co.jp/>



Online Shop

<https://frel.stores.jp/>



02

Package-Specialized Showroom to Provide Support for Branding Needs

HAKO&

HAKO&
PACKAGE Laboratory



Characterized by a feeling of openness, the HAKO& (pronounced “Hako-and”) showroom is lined with nicely and neatly organized packaging options that come in a diverse range of shapes and colors. Since opening in the city of Fukui in Fukui Prefecture in September 2022, the shop has attracted notice with the way it facilitates customers’ processes of creating ideal packages, offering them the chance to actually hold sample options in hand. “Our role is to help increase the value of the products our customers sell through the packages we offer,” explains Yoshifumi Otani, president of the shop’s parent company, DAIGEN CORPORATION LTD., a paper wholesaler. In keeping with what he has told us, the packages sold here are not merely packaging options matching the size of the products to be put in them. Discussions are actually held with prospective customers concerning the products’ special features and appealing characteristics, where they will be sold, and who they might be marketed to. Proposals of optimal packaging options are then made, taking into consideration the design, shape, materials used and so on to help boost both product value and brand value. “What really sets HAKO& apart is its ability to serve as a one-stop solution offering everything from planning and design to production and

delivery. We have specialized staff and exclusive designers with a great deal of experience as well as the production equipment, so we’re able to create samples in as short a time as one hour and have customers check them out on the spot,” President Otani continues. A wide range of customers have visited the shop since its opening, from representatives of companies planning to offer new products to craft artists working on their own. “Probably the most common among them is customers who are just opening a new shop or launching a new brand. For these types of customers, we don’t recommend mass-producing high-end options from the outset. Rather, we suggest that they review how sales go with small lots initially before going ahead with full-scale production. Our aim is to put our heads together with customers and offer our assistance in pushing their minor products along to become major ones.” HAKO& is a shop that draws on the ideas, paper processing technologies, and richly expressive design sensibilities unique to a paper wholesaler with extensive knowledge of paper to help connect companies with consumers by creating new added value in the packages it offers. This is a shop that can be recommended to anyone who might be looking for packaging options with a discerning eye.

Yoshifumi Otani
President
DAIGEN CORPORATION LTD.
PAPER JACK Co.,Ltd.



With plans to extend the Hokuriku Shinkansen (Spring 2024) and fully open the Chubu-Jukan Expressway (Spring 2026), transportation infrastructure here in Fukui is still in the process of being completed. We are looking forward to greater chances for interaction between people and more exchanges of goods. I hope we will be able to help convey the charms of our region with our provision of packages to customers planning to offer new products or overhaul their business!

HAKO&

Address:
1-2 Toiya-cho, Fukui City, Fukui Prefecture
Business Hours: 10:00-17:00
Closed on Saturdays, Sundays,
National Holidays

<https://hako-and.com/>



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

KPP Sustainable Times

The recirculation and recycling of finite resources and energy has become an urgent concern in contemporary society. At KPP Group, we are determined to increase our corporate value by ensuring that our business operations help to build a sustainable society. This effort is grounded in our mission to realize a recycling-oriented society.

01 KPP signs new club partner agreement with J.League's Thespakusatsu Gunma and takes up the challenge of creating a new recycling system

KOKUSAI PULP & PAPER CO., LTD. (KPP) has signed a new Club Partner (Navy Partner) agreement with Thespakusatsu Gunma, the soccer club operated by THESPA Co., Ltd. Thespakusatsu Gunma promotes waste reduction and resource recycling and is committed to finding solutions for social issues by spreading awareness of the SDGs among home game spectators and the local community, leveraging its messaging power as a professional sports team.

In support of these initiatives, KPP is working with the club at the venue after games to collect and recycle used paper cups, which had been incinerated as general waste. With the installation of special paper cup collection system at four locations in the stadium, the collected paper cups are now being recycled as raw materials for toilet paper. Through these efforts, KPP is taking on the challenge of creating a new recycling system while working to publicize the importance of resource recycling going forward.



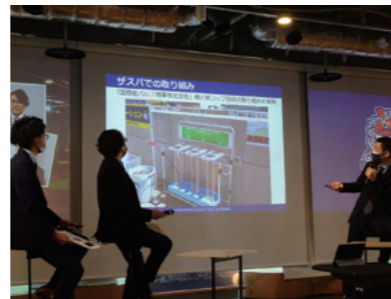
KPP employee speaks at Thespa Business Seminar hosted by THESPA Co., Ltd.

At the Thespa Business Seminar, presidents of companies and notable figures from various industries who have a connection with Gunma Prefecture share their know-how and knowledge. At the seminar held on November 28, 2022, Yasuto Maeda, General Manager, Direct Sales Dept., KPP, appeared as a guest speaker. At the beginning of the 60-minute program, Koji Ishii, President, THESPA Co., Ltd. introduced Thespakusatsu Gunma's waste reduction and environmental initiatives. Next, Maeda gave a presentation on KPP's initiatives, including our comprehensive recycling-oriented business model and paper cup collection work at Thespakusatsu Gunma home games. The event gave sports clubs a chance to get together and consider future environmental conservation efforts and their potential effects.

| DATA | |
|-------|-------------------------------------------------------------------------------------|
| Theme | Recycling Starts at the Stadium: A ripple effect on the environment and the economy |
| Date | Monday, November 28, 2022 |
| Place | NETSUGEN, 32nd Floor, Gunma Prefectural Government |



◀◀◀◀◀
View the seminar on a PC or mobile device



From right: Koji Ishii, President, THESPA Co., Ltd. Yasuto Maeda, General Manager, Direct Sales Dept., Koichi Takeda

Inquiries Direct Sales section 3, Direct Sales Dept. Publishing & Direct Sales Div. KOKUSAI PULP & PAPER CO., LTD.

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◀ Send an e-mail inquiry here

02 KPP's proposal for biomass material is adopted for material for fishing line storage

KPP's NEQAS OCEAN has been adopted as a material for fishing line spools sold by GLOBERIDE, Inc. NEQAS OCEAN, a marine biodegradable resin made from cellulose acetate, is a human- and environment-friendly material with high transparency and outstanding durability. Its features include both soil and marine biodegradability, and it has also been certified as a biomass plastic and as a biodegradable plastic by the Japan BioPlastics Association (JBPA).

FLUORO HARISU X'LINK fishing line spools that use NEQAS Co., Ltd.'s NEQAS Ocean have been on sale in stores since the end of October 2022.



FLUORO HARISU X'LINK spools

FLUORO HARISU X'LINK
Manufactured and sold by

GLOBERIDE, Inc.
<https://www.globeride.co.jp/>



NEQAS OCEAN biodegradable resin
Manufactured and sold by

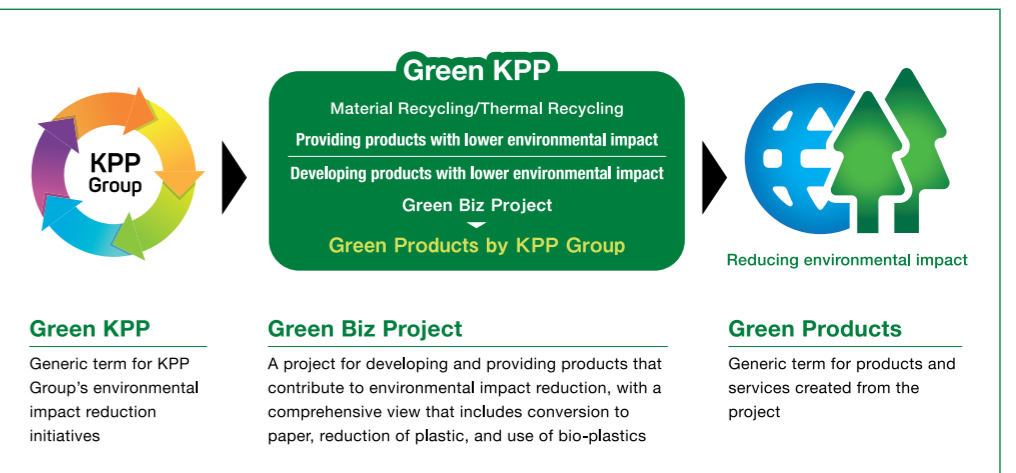
NEQAS Co., Ltd.
<https://neqas.co.jp/>



Photo is for illustrative purposes only.

Green KPP: Reducing environmental impact

Amid growing attention to the problem of marine plastic pollution, KPP launched its cross-departmental Green Biz Project in 2018. We are working to develop and distribute alternative materials with conversion to paper, reduction of plastic, and use of bio-plastics in mind. We will continue to contribute to the reduction of environmental impacts by proposing biodegradable plastics and other environmentally friendly materials.



Inquiries

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◀ Send an e-mail inquiry here

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. 31: Ineko Sata

It was in 1964 that I had left my job at the film studio to join a television station, but it was four years later in 1968 that I ended up being transferred from the Programming section in charge of drawing up program schedules to the Production section, where the actual shows were made. I had been reluctant at first to move from Programming, which I had found a free and comfortable place to work, to Production, with its hectic work schedule. For a while I kept my distance from the site of production and wrote organizational screenplays, avoiding the main work. Of course, I could not keep that up forever, though, and right after the beginning of the following year, the task of producing a program came down to me by order of my boss. I was brought into the production of *Hito ni Rekishi Ari* ("Everyone Has a Story") — a show that chronicled the lives of figures from various fields who had won fame and recognition as they had lived them so far. I was to serve as director of an episode. The episode I was asked to direct

was on author Ineko Sata. I suppose the reason for this had likely had to do with my image as someone who might have ties to the world of literature, since my uncle was the literary figure, Sanjugo Naoki.

Sata was then known as the foremost female writer in Japan. Being put in charge of the episode on this author, as an amiable appreciator of people myself, I found myself immediately captivated by her charm. As for the story of her life, it was undeniably out of the ordinary. She had been born in Nagasaki in 1904 to an 18-year-old father and 15-year-old mother. Her parents married as teenage students, but her mother met an early death when Ineko was just seven, and the family moved to Tokyo. There, she quit school in her fifth year of elementary school and moved around to various jobs, including a caramel factory and a Chinese noodle shop in Asakusa. At the noodle shop, since her hands were smaller than the blade of the kitchen knife, she was purportedly unable to peel a potato. Beautiful, hardworking and smart, she was a prolific reader. While waiting tables at the Seiryotei restaurant in Ikenohata, Ueno, she made the acquaintance of literary figures who frequented the location, including Ryunosuke Akutagawa, Kan Kikuchi, and Masao Kume. She also took work at the Maruzen bookstore. When she was 20 and tired of working, she married the son of a wealthy family who a boss introduced to her and planned to have a baby with him. Met with opposition by her husband's family, though, the two made a failed attempt at suicide and later divorced. After her divorce, she worked as a waitress at the Koroku cafe in Hongo, where she befriended a number of writers who put out the literary magazine *Roba* ("Donkey") and liked to congregate at the cafe, including Saisei Muro, Tatsuo Hori, Shigeharu Nakano, and Tsurujiro Kubokawa, who would become her second husband. To think of it now, while the talent she was born with must have played a role, of course, it seems undeniable that her chance meetings with figures like Akutagawa and Nakano at Seiryotei and Koroku had pulled her into the world of literature. On one of the shows, Shigeharu Nakano once said, "While it was Kubokawa who found in Ineko Sata a woman to be his wife, it was I who discovered the writer in her."

In 1932, likely with the influence of Nakano, Shigeharu Tsuboi, and others, she joined the Japan Communist Party, then outlawed in Japan. However, with the outbreak of the Second Sino-Japanese War was obliged to pen pieces sympathetic to those on the battlefield and writings that compromised her values to conform to prevailing attitudes at the time.

When I came to know Sata through the television program, she would have been 64 according to my count and had been expelled from the Communist Party five years earlier for that reason. Toward the end of the program, former soldiers who had served on the frontlines during the war in central China,* where Sata had made a controversial wartime visit with Shizue Masugi, were invited to the studio to meet with Sata face-to-face. She attested that she had not made the trip to curry favor with the authorities, but rather out of a heartfelt desire to offer her consolation in person in the place of the troops' family members who were unable to make the trip themselves. She recalled how, the following morning, the soldiers had given her a deeply emotional sendoff. Sata was accepting of their sentiments about their families and Japan, she said, and as she rode on horseback, the emotion brought a lump to her throat.

After we wrapped up filming of the episode, Sata treated everyone involved with the program to a meal at a Chinese restaurant in Roppongi. She was such a considerate person, having been through so much in life herself. Even her ex-husband Tsurujiro Kubokawa was among those invited.

Masajiro Kojima... from her time at Maruzen: Kiyoshi Sakurai... from her time at Koroku: Shigeharu Nakano, Tsurujiro Kubokawa, Izumi Hara, Shigeharu Tsuboi... Birds of a feather, as they say, tend to flock together, and all those in Sata's circle were people of such good will in ways that transcended their positions. My correspondences with Shigeharu Tsuboi and Masajiro Kojima lasted particularly long after.

While I occasionally called on Sata at her home after that, the only correspondence I have from her other than New Year's cards is a single postcard.

"... Thank you so much for the photograph you sent. With the photo from my Maruzen days, I'm reminded clearly of managers and friends, as you've been kind enough to write out full names. I appreciate your going to the trouble. Also, with regard to the poetry collection of Suzuko Nakano's that we spoke of on the phone, if you will get in touch with this man, I think you will be able to have one sent to you. Mr. Eita Osaki, Hon-machi, Maruoka-cho, Fukui Prefecture [...]"

The photograph she mentions was a snapshot taken during filming of the program. As I have touched on in this column before, I was diligent about sending snapshots taken at the studio to those who appeared on the show as a gesture to help make up for the low fee they received, and I assume this was one of those. Suzuko Nakano, who she mentions, was Shigeharu's younger sister, a poet who, like her brother, was from the city of Sakai in Fukui Prefecture. I had heard from Sata that she had published a simple poetry collection titled *Hana mo Watashi o Shiranai: Nakano Suzuko Shishu* ("Even the Flowers Know Me Not: Selected Poems by Suzuko Nakano") and must have inquired about that. Eita Osaki, an acquaintance of Sata's, introduced the publisher to me, and I was able to acquire a copy of the book without trouble. I enjoyed a long correspondence with Osaki as well, before his passing last year.

This episode, the first TV program I ever produced, was discussed in newspapers and magazines and received a satisfactory response. Though I only produced those programs for a couple of years, I thoroughly enjoyed that time. At the end of the episode, moderator Jiro Yagi turned to Sata and asked, "How do you feel about the path you've walked in life?"

To this, Sata replied, "No matter what anyone else might say, I like this life of mine that I've lived. It's been my intention to pick out the very best route at every turn along the way."

Sata was never one to lend an ear to the assessments of others. Her life, to her, was hers alone. Just the way it ought to be, I am inclined to heartily concur.



Ineko Sata

Novelist
1904–1998



Photo: Kodansha / Aflo

Born in Nagasaki in 1904. In 1928 made her literary world debut with her maiden work, *Kyarameru Kajo kara* ("From the Caramel Factory") based on her own experiences as a female factory worker. Subsequently, she was active as a proletarian writer in the years in the prewar period. Following the war, while publishing a succession of numerous masterpieces, she also helped found the Women's Democratic Club and worked ardently throughout her life to improve women's status and promote peace. In 1986, received the 37th Yomiuri Prize for Literature for her collection of essays *Tsuki no En* ("Banquet on the Moon"). Other awards she received include the Women's Literature Award for *Onna no Yado* ("Women's Lodgings") in 1963 and the 3rd Kawabata Yasunari Literature Award for one of the short stories in her collection *Toki ni Tatsu* ("Standing Still in Time") in 1976. Sata died in 1998 of sepsis at the age of 94.



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.



ESPACE BIBLIO

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Bottom right: Proprietor Saito is an active and prolific photographer as well, publishing photography collections, including a chronicle of all the stage appearances by kabuki actor Ennosuke Ichikawa IV, which he shot over the course of 15-odd years. Saito holds exhibitions in the cafe's gallery.

An intellectually oriented space with a multi-talented curated library to peruse

Book cafe ESPACE BIBLIO is located just a few minutes' walk from the Ochanomizu Station, along the steeply pitched Otokozaaka Stairs, which offer those on foot a direct passageway between the Kanda-Surugadai and Sarugakucho neighborhoods, traversing the abrupt elevation gap between them. Visitors who descend the stairway from Tochinoki-dori, the street at the top of the precipice, and find their way into the cafe, encounter an impossibly mellow and laid-back ambiance for such a location in the heart of the Tokyo metropolis, replete with antique furniture, pleasant strains of jazz, and the rich aroma of coffee wafting through the space. A collection of 6,000-some books line the walls, with specialized focuses spanning cultural concerns from art and photography to fashion, cuisine, cinema, architecture and more. "These are all books I collected as reference materials for my design firm," explains Yoshihiro Saito, who opened his office in 1975 and began taking on designs for numerous advertisements, campaigns, and other projects as a graphic designer and art director. Alongside this creative design work, he has run ESPACE BIBLIO since 2013, allowing visitors to the cafe to pursue his priceless library of books from Japan and around the world, including some out-of-print titles.

Neighborhood office workers account for over half of ESPACE BIBLIO's patrons. During the noon hour, the cafe bustles with guests who pack the seats for one of its hearty single-plate lunch specials or a slice of Basque cheesecake. "While there are a lot of colleges and art schools around here, like Meiji University, which is practically next door, we don't get so many students. I know a lot of people might want to learn all about just one thing that grabs their interest, but that point of interest is just a point. To really develop a deep understanding of whatever that might be is going to require a broader base of learning in a range of different fields. That's why I really hope students have the chance to get acquainted with art and culture of all kinds before they graduate, and I'd love to provide a space here that piques intellectual inclinations."

Finding time to read books at your leisure, Saito insists, is all the more vital in this age when information is available to us at our fingertips. Anyone looking for a space to step out of their hectic daily routine and find artistic enrichment for their heart and mind will be hard-pressed to find a more apt venue than ESPACE BIBLIO. The cafe also hosts events such as talks and musical performances that it streams online, so be sure to check out their website, even if you happen to live far from their Tokyo location.



A publishing venture Saito founded has put out a number of titles featuring his own photographs and design. Pictured here is *L'art de Guy Martin* ("The Art of Guy Martin"), a hefty culinary tome published in 2010 and inducted into the Gourmand World Cookbook Awards Hall of Fame the same year.



Along with reprinting *The Postman of Nagasaki*, an account of atomic bomb survivor Sumiteru Taniguchi's experiences penned by a British author, Saito has worked to maintain the Postman of Nagasaki Project, distributing copies to high school students throughout Japan free of charge.



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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