

September 28, 2023

Meidensha Corporation

To members of the media

Meiden to start “Bottle-to-Bottle” initiative—a “horizontal recycling” of PET bottles—in 4-company collaboration

Meidensha Corporation (Meiden) is launching an initiative called “Bottle-to-Bottle” in which it will collaborate with three other companies to harness used PET (polyethylene terephthalate) bottles discarded at its head office and Meiden R&D Center to make new PET bottles. The project will start in October 2023.

The three companies working with Meiden are Coca-Cola Bottlers Japan Inc.; Asahi Soft Drinks Co., Ltd.; and National Vending Co., Ltd. This is the first time that Coca-Cola Bottlers Japan and Asahi Soft Drinks have forged a partnership with an electrical equipment manufacturer in Japan involving “horizontal recycling” of PET bottles, which refers to recovering and processing used products into raw materials to be used to reproduce the original item.

<Background for the initiative>

The Meiden Group is spearheading various efforts to realize a circular society, including reducing the volume of plastics used and disposed of, given the impact of oceanic pollution caused by plastic waste on the ecosystem, the living environment, fishery and tourism, etc.

As the Group explored more activities to address the problem, Meiden discovered that its stance and vision are in line with those of Coca-Cola Bottlers Japan, Asahi Soft Drinks and National Vending. This led to an agreement among the four companies to collaborate on the horizontal recycling of PET bottles.

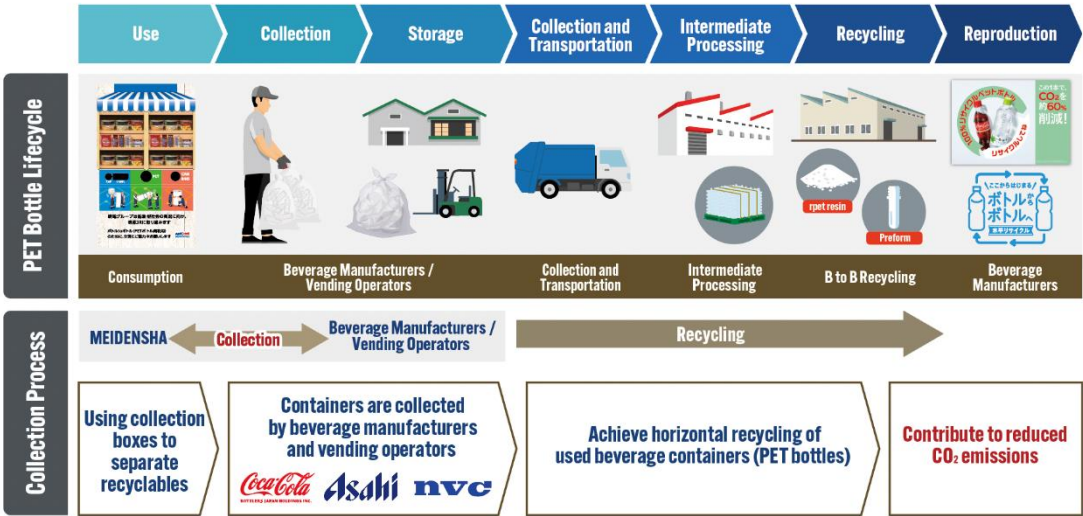
<Outline of “Bottle-to-Bottle” and its expected effects>

“Bottle-to-Bottle” is an initiative for using circulated resources, in this case used PET bottles. They will be recovered and treated for recycling with the aim of renewing them for repeated usage.

Used PET bottles discarded at Meiden’s head office and Meiden R&D Center have been collected by cleaning companies and soft drinks manufacturers for recycling to make a variety of products. Meiden, however, has not been able to identify what items the discarded bottles were eventually made into.

Under the new scheme, all used bottles will be recycled into new PET bottles. More than three tons of disposed PET bottles annually are expected to become materials for making new PET bottles. Making such renewed bottles can slash carbon dioxide emissions by 60%, compared with PET bottles newly manufactured from fossil fuel sources.

Meiden will also set up an “Eco-Station,” or a trash bin exclusively for PET bottles, at each common space in its head office to ensure that it can recover as many PET bottles as possible. The Eco-Station has three openings for bottles, caps and labels. By encouraging employees to sort out bottle parts, Meiden plans to encourage employees’ awareness of the need to categorize garbage, as well as reducing the amount of plastic garbage.





(Left) Eco-Station



(Right) A Coca-Cola Bottlers Japan vending machine wrapped with “Recycle Me Again” slogan installed in Meiden’s head office

The Meiden Group will promote collaborative and co-creation projects with companies, including those in different industrial sectors, to further contribute to society as a sustainability partner.

<Corporate profile: Coca-Cola Bottlers Japan Inc.>

Coca-Cola Bottlers Japan is operating its business in 38 prefectures including Tokyo and Osaka, and delivering safe and secure products every day as a “total beverage company” that responds to diverse needs of customers and consumers in wide-ranging drinking occasions.

For more information, please visit the Coca-Cola Bottlers Japan website.

<https://www.ccbji.co.jp>

<Corporate profile: Asahi Soft Drinks Co., Ltd.>

Asahi Soft Drinks was established in 1972 and is a soft drinks manufacturer under the umbrella of Asahi Group Holdings, Ltd. It marked the 50th anniversary of its founding in 2022. Its products include those of centennial brands, such as MITSUYA, CALPIS and

Wilkinson, which have flavors that have not changed for many years. By creating new value through its soft drinks business, it aims to be a most reliable company whose products are valued by its customers and society at large.

*"CALPIS" is a registered trademark of Asahi Soft Drinks.

<https://www.asahiinryo.co.jp/index.psp.html>

<Corporate profile: National Vending Co., Ltd.>

In 1963, National Vending became the first company in Japan to introduce vending machines that used cups as containers for soft drinks. Since then, it has solidified its standing in the vending machine industry. As a pioneer in the field, the company conducts its business with consideration given to protecting the global environment. For more information, please visit the National Vending website.

<https://national-vending.jp/>

<Corporate profile: Meidensha Corporation>

Since its founding in 1897, Meidensha has produced various technologies, products (mainly heavy electrical machinery) and services related to Power Infrastructure, Public, Industrial & Commercial Sector, Mobility & Electrical Components and Field Service Engineering, with the aim of contributing to sustainable societal development. For more information, please visit the Meidensha website.

<https://www.meidensha.co.jp/>