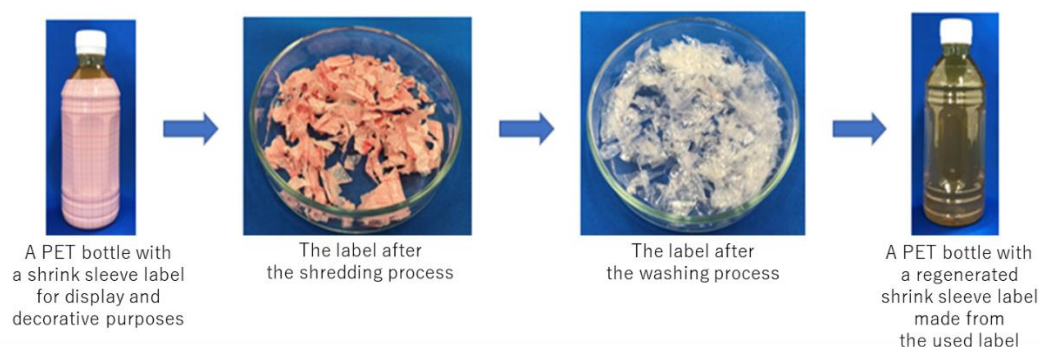


## **Mitsubishi Chemical Launches a Joint Pilot Project for the Recycling of Shrink Sleeve Labels on PET Bottles: Accelerating Efforts to Promote the Circular Economy**

Mitsubishi Chemical Corporation

As part of its efforts to promote the circular economy, Mitsubishi Chemical Corporation (MCC; Head office: Chiyoda-ku, Tokyo; President: Masayuki Waga) has joined with Fuji Seal Group (Fuji Seal; Head office: Osaka-shi, Osaka; President and CEO: Shigeko Okazaki), a longtime MCC customer that offers sophisticated design technologies for shrink sleeve labels, to launch a pilot project aiming to foster the reuse of used shrink sleeve labels for PET bottles.



Shrink sleeve label has been used to indicate the product information along with light-shielding functions without transferring any pigments or glues onto the bottle container itself, thus contributing to the improvement in the recycling rate of PET-bottle. However, there is currently no established approach to recycling PET-bottle labels. The development of a viable method will thus be important in enhancing resource circulation. Through the joint pilot project with Fuji Seal, MCC will work to address this social need by evaluating the results obtained through a pilot plant in the spring of 2021, and preparing a viable approach for society-wide application in 2022.

The joint pilot project focuses on labels collected from PET bottles with the labels still attached. By combining Fuji Seal's shrink sleeve-label design technologies, MCC's film-design and film-forming technologies, and other resources, the project team will be able to remove printing inks efficiently from shrink sleeve labels after use and to regenerate new shrink sleeve labels out of them. It will also explore the effective use of removed inks.

Based on the Mitsubishi Chemical Holdings Group's medium- to long-term basic management strategy KAITEKI Vision 30, MCC views the circular economy as a key element in its realization of KAITEKI\* and perceives end-of-life product recycling as an important initiative within this strategy. Moving forward, the company is proactively pursuing tie-ups with external parties including customers to contribute to creation of a sustainable society.

\*KAITEKI is an original concept devised by the Mitsubishi Chemical Holdings Group and denotes “the sustainable well-being of people, society and our planet Earth.”

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