SHINSEI PULP & PAPER
Corporate Profile

SHINSEI PULP & PAPER CO., LTD.
We look for paper’s unknown possibilities and use them to create new value.

Japan’s pulp and paper industry is currently facing an important revolution. We now need a business strategy focused on worldwide economic environment changes and the changes in supply and demand in the pulp and paper markets of Asia, North America and Europe.

With the popularity of multi-functional mobile devices, media which conventionally used paper is changing. In this changing environment, we, as a trading company working in pulp and paper circulation, will move forward while working to improve our corporate value in response to changes in the economic environment.

In order to achieve this, Shinsei Pulp & Paper Company Limited believes it is necessary for each employee to seize this change as a chance and reform past business models while aggressively challenging the next generation of business.

Also, through innovative business operations which anticipate change, we will continue to strive to develop and grow with our customers as a company that is “supported," “needed," and “chosen" by these customers.

We are also reconsidering value and functionality of recyclable wood-based natural materials, the raw materials that make up paper, to pursue unknown functionality and create new value in lifestyle, culture and industry.

In order to strengthen information collecting ability, personnel ability and pave the way for SPP’s future, we are actively investing in the function material field, the packaging field including chemical products and overseas markets, which are expected to grow.

By extensively developing a recycling-based business model putting wood-based natural materials to use we are promoting Environmental Management that is environmentally friendly and effectively uses limited resources in order to help preserve the global environment.

Through the activities outlined here, as Shinsei Pulp & Paper Company Limited continues to strive to expand profits and contribute to the vitality and realization of the dreams of this society, we humbly ask for the public’s continued support.

President and CEO

TOP MESSAGE

SPP is growing with society in response to changing times with passion for innovation and challenge.

加藤康次郎
Yasujiro Kato

[Management Philosophy]
We are a comprehensive "Paper Solution" Company.

As a trade company, safely delivering the product to the customer is not our only role. We take in and understand the customer needs, bridging the gap between them and the manufacturer. By negotiating special paper qualities and customer and society demands, new added value is realized in the product. Providing "Paper Solutions" is SPP’s mission. Through infinite creation of value expanding from paper, we will continue to always challenge business of the next generation.

With "Paper x Added Value" we create paper that answers paper. We challenge Infinite Creation of Value.

Our business

Producing value that changes with the times.

Popular acceptance of replacing milk bottles with paper cartons, and the use of plain paper in copy machines... By realizing new added value, paper has changed lifestyles and society. It was paper companies who introduced this innovation. SPP will produce paper the generation desires, from texture and beauty to strength, safety and recyclability.

Additional Value

SPP’s Value Production

Recyclability
Safety
Anti-bacterial
Heat-resistant
Insulated
Electromagnetic wave protection

Customer

Customers Expanding over Various Industries

Wholesalers
Publishers
Printing Companies
Newspapers
Ad Agencies
Processing Companies
Government Offices
Consumers

Problem-solving proposal

Our job is to accurately meet the needs of various customers.

"I want paper with this material"/"I want to add a new function to this package film..." SPP will propose and provide products that meet the needs of an ever-expanding customer base. We observe the manufacturing scene, search for problem-solving measures, and by realizing even the tiniest of details, we create the product that the customer needs. With new possibilities in paper, diversity of SPP’s customers will also expand.

Total coordination of a wide variety of materials, meeting needs.

There is a wide span of types and special qualities to meet use of the paper such as newspapers, magazines, documents, foodstuff packages, information-related paper, etc. SPP puts it’s rich knowledge from its long history as a paper trading company to use for total coordination of material that covers all grounds. We will deliver the best product and function to meet the customer’s needs.

Paper

SPP’s Product Coordination

- Print Paper/ Special Paper
- Paperboard
- Synthetic Resin Films
- Information-related Paper
- Industrial Paper
- Functional Paper
- Household Paper
- Pulp/Recycled Paper
- Building Materials, Interior Materials

PAPER∞VALUE

Various problems

Problem-solving proposal

With "Paper x Added Value" we create paper that answers paper. We challenge Infinite Creation of Value.
Stimulate Sensitivity and Brain Power.

See, Touch, Read, Feel.
We propose a power to inspire the heart and activate the mind.

A texture your fingers can feel every time you turn a page.
Imagination inspired by text/visual...

Mediums printed on paper such as newspapers, magazines, publications, etc., have the power to appeal to people's feelings and inspire. Also, printed analog information is said to stimulate the imagination and activate the mind. Printing paper used mainly in print media with added value such as easy to open, nice feeling pages and easy to read text, made to fit the item. Special paper in beautiful colors, patterns and textures used for paper stationary and book james, etc.

SPP proposes products which make use of added value because they are paper which can't be found on internet or electronic documents.

Materials to support the high information-oriented society and traditional materials...
At the front line of paper innovation.
SPP is also committed to providing information-related paper to support this high information-oriented society and functional paper developed for specified uses as well as new materials. For example, introduction of an IC tag system of which data can be read by holding a smart phone up to it.

We are aiming for full-scale commercialization in the NFC market.
We are also developing and selling a wide variety of special functional paper catered to various needs. In some cases we revive materials as new that have been disregarded.

Evolving materials and traditional materials—SPP comes up with the new materials that this generation needs.

Evolving and Traditional, New Materials.

We will make effective use of our real estate which has developed from our long history and solid management base.

Ginza and Nihonbashi in Tokyo, Osaka, Nagoya, Sapporo...
SPP owns a number of real estate locations in the heart of Japan's major cities and rents out offices, storage and parking lots. These are proof of the reliability developed from our long history as a paper trading company. It is the backbone of our solid management which will continue on into future.

At SPP we are also pursuing new real estate uses to contribute to society and our customers. Keep your eye on SPP to see how we make effective use of our real estate and what new values we will create.

Our Form of Trust.

Consistently producing a variety of packages.
Making the new functions this generation needs a reality.

Wrapping and protective packaging.
These materials such as paperboard and cardboard call for various features such as lightness and strength, cushioning and ease of folding.
Functions such as beauty, heat-resisting properties and antioxidation in chemical synthetic film required in foodstuffs packaging are also necessary. In this age which calls for reduction of environmental burden, new functions in packaging such as recyclability and volume reduction are required. Securing the safety of foodstuffs has also become more important than ever.
SPP consistently produces paper and films as materials for packaging and supports realization of functions the current generation demands.

Solutions

1. Printing, Writing and Packing Paper
2. Paperboard and Synthetic Resin Films
3. Information-related Paper, Industrial Paper and Function Paper
4. Real Estate Activities

New materials
In order to meet customer demands in a speedy manner, SPP has a sales and distribution system that links business offices and distribution centers throughout Japan. This network extends overseas to global destinations such as Shanghai, Beijing, Hong Kong, Singapore, Bangkok, Los Angeles and Australia. Our “Paper Solutions” are growing with our global achievements.
Circulating Resources
Look for paper's possibilities to contribute to a better environment.

Paper is a material that effectively uses resources, circulates in nature and is easy on the environment. By extracting that paper’s possibilities, SPP has continued to support product development that leads to global environmental conservation, resource protection and prevention of global warming. Recycling rate of paper has surpassed 60% and “recycled paper” is already something we are very familiar with from all areas of life, from printing paper to toilet paper and cardboard. Transport efficiency of “bulk paper,” which is light and has volume, is high, contributing to reduction of CO₂ and saving resources. Plants and farming by-products, besides wood used as raw materials for “Used-paper Pallets and Biodegradable Pallets” have superior fixed CO₂ absorption because of faster growth. Things like “ECF Pulp,” which is manufactured with non-chlorine bleaching, which doesn’t emit harmful chlorinated organic compound, were born with the goal of lightening the environmental burden.

“Thinned-wood paper” is made from trees thinned to create healthy forests. “Forest certified paper” certified to be environmentally, socially and economically appropriate. Actively utilizing these materials leads to revival of forests and increasing CO₂ absorption capacity. In this way SPP strives to be a corporation that carefully handles nature’s bounty and contributes to the global environment from paper production to distribution.