

Meiji Co., Ltd.

January 28, 2025

Meiji's First "Bottle-to-Bottle" Horizontal Recycling Initiative

Alliance Agreement with Warabi City, Toda City, the Association of Warabi Toda Sanitation Center, and Suntory Group

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda), together with Meiji Holdings Co., Ltd. (CEO, President and Representative Director: Kazuo Kawamura), is pleased to announce the start of an alliance related to bottle-to-bottle horizontal recycling^{*1}, through which used PET bottles are collected and converted into new PET bottles. Launching on April 1, 2025, this initiative will be pursued in cooperation with Warabi City (Mayor: Hideo Yoritaka), Toda City (Mayor: Fumihito Sugawara), the Association of Warabi Toda Sanitation Center (Administrator: Warabi City Mayor Hideo Yoritaka, Deputy Administrator: Toda City Mayor Fumihito Sugawara), and the Suntory Group.

Ahead of this alliance, on January 27, 2025, Meiji and Meiji Holdings Co., Ltd. concluded an agreement concerning bottle-to-bottle horizontal recycling with Warabi City, Toda City, the Association of Warabi Toda Sanitation Center, and the Suntory Group.

●About this Initiative

We will achieve bottle-to-bottle horizontal recycling through a scheme based on an industry-government-corporate partnership. Through this scheme, used PET bottles gathered at the Association of Warabi Toda Sanitation Center will be recycled and used by Meiji and Suntory Group as PET bottles.

Thus far, Meiji has worked to reduce the volume of new petroleum-based plastics^{*2} used at certain factories by switching to PET bottles made using recycled PET resin. This initiative marks our first efforts related to bottle-to-bottle horizontal recycling. Moving forward, Meiji will promote this initiative to make contributions to reducing new petroleum-based plastics.



●Background of this Initiative

At 85%, Japan has a high rate of PET bottle recycling. However, horizontal recycling from PET bottles to PET bottles remains at 33.7%*³. When a PET bottle is recycled into something other than a PET bottle, the new product is either incinerated after use or, even if it is recycled again, in many cases that circle of recycling is broken after a few cycles.

Meiji engaged in this initiative based on the belief that increasing the rate of horizontal recycling for PET bottles is an activity that helps reduce the volume of new petroleum-derived materials used, thus contributing to the realization of a circular society.

●Background of Alliance Agreement

Striving for the realization of a circular society, Meiji is strengthening initiatives related to plastic resource recycling*⁴ as part of the Meiji Group Sustainability 2026 Vision. For the resins used in PET bottles, we are aiming to increase the utilization rate of recycled materials to 70% or higher by 2025 and to 100% by 2030.

The Suntory Group outlines its purpose as “To inspire the brilliance of life, by creating rich experiences for people, in harmony with nature,” and since its founding has worked towards the realization of a sustainable society. The Suntory Group is aiming to achieve 100% sustainability for its PET bottles by 2030.

The Association of Warabi Toda Sanitation Center was established in 1959 to treat general waste generated by Warabi City and Toda City. Since its establishment, the Association has been managed with the purpose of ensuring residents can live pleasant and sanitary lives. To leave an even better environment for future generations, in addition to safe and stable waste treatment that gives due consideration to the local environment, the Association has also outlined six operating policies*⁵ to ensure the facility can contribute to the formation of a circular society.

This alliance agreement is the result of a shared commitment by industry, government, and corporate for all parties to unite as one towards contributing to the realization of a circular society by increasing the rate of horizontal recycling for PET bottles, which are highly recyclable.



Alliance Agreement Signing Ceremony

Through these initiatives, Meiji will continue working to strengthen our plastic resource recycling and contribute to the realization of a circular society.

*1. Refers to recycling that uses spent products as raw materials to recreate the same type of product.

*2. Details on our switch to PET bottles made using recycled PET resin:

https://www.meiji.co.jp/corporate/pressrelease/2023/1108_01/

*3. From the Council for PET Bottle Recycling, Annual Report 2024 Edition

*4. Meiji formulated new targets for plastic reduction

https://www.meiji.com/global/news/2024/pdf/240328_01.pdf

*5. 1) Dioxin reduction measures, 2) Reduction of incineration volume, 3) Promotion of recycling, 4) Recycling education, 5) Creation of a structure for environmental protection, 6) Transparent operations

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