

September 29, 2021  
Lion Corporation

**Kobe City Collaborates with 16 Companies in the Retail, Consumer Products Manufacturing  
and Recycling Industries**

**“Kobe Plastic Next: Joining Forces to Recycle Refill Packs”**

**Lion Participates in the Collection and Recycling of Used Refill Packs in Kobe City**

In line with its commitment to helping realize a sustainable environment and society, Lion Corporation is committed to advancing the resource recycling of plastics. The Company will participate in the “Kobe Plastic Next: Joining Forces to Recycle Refill Packs” project, which aims to achieve the horizontal recycling of used refill packs through collaboration between Kobe City, Hyogo Prefecture, and 16 companies in the retail, consumer products manufacturing and recycling industries.



The aim of the "Kobe Plastic Next: Joining Forces to Recycle Refill Packs" project is to help create a plastic recycling-oriented society. The project will promote the horizontal recycling of household products' used refill packs through a process of separating, collecting and recycling them into new refill packs. The collection and recycling of used refill packs for household goods in Kobe City began on Friday, October 1, 2021.

While the use of refill packs has greatly reduced the amount of plastic used to package household products, refill packs themselves have a multilayered structure with a number of characteristics that make them difficult to recycle. To circumvent this problem, this project is looking to realize horizontal recycling (film to film), an approach that reduces the consumption of natural resources by continuing to reuse plastic for the same purpose.

In this project, collection boxes have been set up at 75 retail stores in Kobe City from October 1 to encourage Kobe citizens to deposit used refill packs. “Iiguru Points” equivalent in value to 5 yen that can be exchanged for various rewards are awarded for each pack deposited. The collected materials are being used for technological research towards horizontal recycling, and appealing recycled products will be returned to the citizens of Kobe.

We are striving to achieve a society with a sound material cycle through our business activities by pursuing the goals of LION Eco Challenge 2050. We will continue to contribute to realizing a sustainable society together with local governments, companies, and consumers.

< Related Information >

- Kobe Plastic Next: Joining Forces to Recycle Refill Packs Press Release

<https://kobeplasticnext.jp/pdf/press-tsumekaepackrecycle-eng210929.pdf>

- Kobe City Environment Bureau “Kobe Plastic Next” Refill Pack Recycling Special Page (Japanese)

<https://kobeplasticnext.jp/next/tsumekaepackrecycle/>

- Lion's Approach to Resource Recycling

<https://www.lion.co.jp/en/csr/env/resources/activity01.php>