

Kao Is Participating in Pool Project Kawasaki for Horizontal Recycling of Plastic Packaging

The Kao Corporation has been participating in Pool Project Kawasaki, which efficiently collects used plastic packaging from households in Kawasaki City and explores how to make horizontal recycling a reality. In this project, Sojitz Corporation, Enevo Japan KK, Toppan Inc., Recotech Inc. and Kao has been cooperating to build a stable system where used plastic packaging generated from households can be collected and recycled at a feasible cost and to promote the recycling of plastic resources through horizontal recycling, where plastic packaging can be once again be used as plastic packaging.

From November 2021, a collection box was installed in an apartment building in Kawasaki City to collect household (1) packaging materials from foods such as sweets and vegetables, (2) used refill packs for daily necessities like detergents and shampoo and (3) plastic bottles. In addition to monitoring the situation by using IoT devices, we will observe the efficiency of their collection by transportation using home delivery vehicles, the issues related to each type of horizontal recycling and their solutions. Kao is heading the horizontal recycling of used refill packs for daily necessities.

Please see Sojitz Corporation's press release for more information about Pool Project Kawasaki.

<https://www.sojitz.com/en/news/2022/02/20220208-02.php>

Recognizing its responsibility as an enterprise that provides products people use on a daily basis, the Kao Group takes active steps to reduce the environmental footprint of its products throughout the entirety of the product lifecycle. Based on the ESG strategy, Kirei Lifestyle Plan, we have set 19 leadership actions and are strengthening initiatives to benefit the environment and society. With the goal of zero waste, Kao plans to implement and disseminate recycled film-type packaging through this initiative, making the world healthier and cleaner.

About Kao

Kao creates high-value-added products that enrich the lives of consumers around the world. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical division, which contributes to a wide range of industries, Kao generates about 1,420 billion yen in annual sales. Kao employs about 33,500 people worldwide and has 135 years of history in innovation. Please visit the Kao Group website for updated information.

<https://www.kao.com/global/en/>

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<Related Information>

- Kao Sustainability website
<https://www.kao.com/global/en/sustainability/>
- Kao launches new ESG Strategy “Kirei Lifestyle Plan” to support consumer lifestyle changes
<https://www.kao.com/global/en/news/sustainability/2019/20190422-001/>
- Kao’s New Challenges for the Future: Accelerating Purposeful Business Commitment with ESG
<https://www.kao.com/global/en/news/business-finance/2019/20190926-001/>
- Kao is Participating in a Project to Efficiently Recycle Plastics through Integrated Arterial and Venous Physical Distribution in Tokyo's Dai-Maru-Yu Area
<https://www.kao.com/global/en/news/sustainability/2021/20210607-001/>
- Kao Is Participating in Pool Project Tokyo to Help Realize Sustainable Plastic Resource Circulation
<https://www.kao.com/global/en/news/sustainability/2021/20211216-001/>