

Another Battle Brews in Europe

# Newsweek BACK

INTERNATIONAL

POLITICIANS—  
AND THE  
PUBLIC—ARE  
ACTING LIKE  
COVID IS  
OVER

# TO

# NORMAL?

AT RISK:

200,000 **Lives** and Trillions of **Dollars**

1 5 . 0 4 . 2 0 2 2

ISSN 2052-1081



ABU DHABI DH35  
ALBANIA €6.25  
AUSTRALIA \$11.00  
AUSTRIA €9.20  
BAHRAIN BD3.5  
BELGIUM €6.95  
CHINA RMB0  
CROATIA HRK70

CYPRUS €6.50  
CZECH REP CZK180  
DENMARK DKK49.95  
DUBAI DH35  
EGYPT E£ 65.00  
FINLAND €7.60  
FRANCE €6.50  
GERMANY €710

GIBRALTAR \$6.05  
GREECE €6.50  
HOLLAND €6.95  
HONG KONG HK\$80  
HUNGARY FtL.800  
IRELAND €6.25  
ISRAEL NIS35  
ITALY €6.50

KUWAIT KD3.00  
LATVIA €6.50  
LEBANON LL10,000  
LITHUANIA €8.99  
LUXEMBOURG €6.60  
MALTA €6.50  
MONTENEGRO €8.30  
MOROCCO MDH70

NEW ZEALAND \$14.00  
NIGERIA \$3.40C  
NORWAY NKR79  
OMAN OR 3.250  
POLAND PLN28  
PORTUGAL €6.50  
QATAR QR65  
MALAYSIA RM2790

ROMANIA LEI 42.00  
SAUDI ARABIA SR35.00  
SERBIA RSD1035  
\$ LEONE SLL30,000  
SINGAPORE \$11.95  
SLOVAKIA €6.50  
SLOVENIA €8.50  
SOUTH AFRICA R55.00

SPAIN €6.50  
SWEDEN SKR79  
SWITZERLAND CHF9.30  
UK £4.95  
US \$9.99  
ZIMBABWE ZWD4.00



# Monozukuri quality meets Japan's paper making tradition

As a company grounded in *monozukuri* excellence, Toyo Paper responds to a wide range of paper needs, having achieved excellence in the major paper functions of "Wipe", "Record" and "Wrap".



"We are adapting our legacy of quality and innovation for foreign countries' paper needs."

**Ryozo Nagano,**  
President & CEO,  
Toyo Paper MFG Co., Ltd.

Japan has a storied history in the art of papermaking, and companies such as Toyo Paper are bringing this age-old practice into the modern era.

Since its founding in 1949, Toyo has been one of the pioneers in the paper industry, becoming the first company to invent a mechanized technique to manufacture Japan's traditional washi paper. Not content with this innovation alone, the company switched its attention to paper towels, coffee filters and non-woven papers, spearheading their production in Japan starting from 1957. Its line of paper towels remains a cornerstone of its sales to this day.

As company president Ryozo Nagano explains: "Our *monozukuri* strategy is not only to provide the paper itself, but also to bring comprehensive solutions to minimize clients' overall running costs. As an example, bowling was very popular in the 1970s and people used lots of paper towels at bowling alleys. Toyo developed its original dispenser which decreased paper use to save building owners from

incurring the costs of procuring and disposing of the paper. In the end, many clients were able to reduce their running costs by using Toyo's paper and dispenser. This holistic approach has allowed Toyo to gain client trust nationwide."



Toyo Paper products

Like many industries, the paper sector is working hard to shift towards the realization of a sustainable society, and Toyo is no exception. The company has increased use of solar power in its factories and is planning to shift away from fossil fuels to LNG as it

approaches its 75<sup>th</sup> anniversary in 2024. However, Toyo has long embraced sustainability as company policy, starting as early as the late 1950s. For example, its paper towels minimize waste because they are aimed at smaller Japanese hand sizes. In addition, Toyo's materials are mostly sourced from recycled paper.

For its international growth, Toyo is always looking for overseas technology and distribution partners with in-depth knowledge of local markets, especially in East Asian and Southeast Asian countries such as Thailand, Singapore, Taiwan, South Korea, and China. With this expansion, the company plans to bring the ancient principles of *monozukuri* in papermaking to the world.