

Toppan Printing and Nestlé Japan receive a Japan Packaging Institute Kinoshita Prize for “Nescafé CHARGE”, a new refill container

Toppan Printing Co., Ltd. (hereafter Toppan Printing; Head office: Chiyoda Ward, Tokyo; President & CEO: Naoki Adachi) and Nestlé Japan Ltd. (hereafter Nestlé Japan; Head office: Kobe, Hyogo Prefecture; Chairman and CEO: Chris Johnson) have been awarded the prize in the Improvement and Rationalization category at the 33rd Kinoshita Awards held by the Japan Packaging Institute. The prize was awarded for “Nescafé CHARGE”.

“Nescafé CHARGE” is a product using a completely new type of refill container that was launched by Nestlé Japan in September 2008. It employs manufacturing technology for complex paper containers developed by Toppan Printing. With the new idea of inserting the refill container into the glass jar, it can be refilled quickly, easily and enjoyably. In addition, contents are not easily spilled and aroma does not easily escape with this revolutionary product that has been well received.

In receiving the award, “Nescafé CHARGE”, which brings together multiple processing technologies, was recognized for the ease of refilling, the retention of quality, and the reduction of environmental impact.



Nescafé CHARGE



Nescafé CHARGE in use

The features of Nescafé CHARGE

Nescafé CHARGE realizes a new form of “refilling” through the combination of numerous technologies.



- *Ease of refilling*

The cup uses Toppan Printing's original complex paper container shaping technology and has a cylindrical shape that fits the mouth of the jar being refilled.

This means that refilling can be performed quickly and easily, without spilling contents, simply by placing the refill container upside-down on the jar and pressing down lightly.

- *Quality retention*

Since refilling can be performed by directly inserting the container into the jar, the shape means that the contents only come into minimal contact with outside air and aroma is not lost easily.

Aroma, quality and freshness retention are improved by lining the inside of the container completely with aluminum foil.

- *Reduction of environmental impact*

Compared with existing bag-type refill products (of the same capacity), the amount of aluminum used has been reduced by more than 30%.

The product also contributes to the reduction of waste by promoting the reuse of the jar and its lid.

* The Kinoshita Awards are organized by the Japan Packaging Institute and were established to commemorate the contribution to the packaging industry of Matasaburo Kinoshita, the Institute's second President.

NOTE: This product is not available in the United States. For more information, please contact Ron Ens at 732-469-8400 ext. 2505.