

May 28, 2021

KANEKA CORPORATION

KANEKA Biodegradable Polymer Green Planet™ is adopted in telescopic straws for ITO EN's  
“Jujitsu Yasai” with lactic-acid bacilli mixed  
— The first use of Green Planet™ in telescopic-type straws —

Telescopic straws that use KANEKA Biodegradable Polymer Green Planet™ (referred to below as “Green Planet™”) by Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka) have been adopted in the paper carton beverage “Jujitsu Yasai” with lactic-acid bacilli mixed by ITO EN, LTD. (Headquarters: Shibuya-ku, Tokyo; President: Daisuke Honjo). From June 14, they will start to be sold in supermarkets and other outlets across Japan.

The telescopic straws are made using Green Planet™, which is soft, unbreakable, and has flexible processibility. The technology for mass production of this straw was established in partnership with Nippon Straw Co., LTD. (Headquarters: Shinagawa-ku, Tokyo; President: Keiji Inaba), and development, including the setting of quality standards, was performed in tandem with ITO EN, LTD. This manufacturing technology will continue to be utilized to further product development.

Green Planet™ is a biodegradable polymer developed by Kaneka and is 100% derived from plants. With its excellent biodegradability in a wide range of environments, Green Planet™ has been certified as biodegradable in seawater by “OK Biodegradable MARINE”\* and is contributing to the reduction of marine pollution. ITO EN, LTD. established “ITO EN Group Medium- to Long-Term Environmental Goals” in November 2020 and has since been furthering initiatives to realize a sustainable society and environment as well as product development that helps reduce the burden on the planet. Green Planet™ was chosen by ITO EN as a material with these features.

Based on our mission of “Kaneka thinks Wellness First”, Kaneka provides value globally as a solutions provider. Through the deployment of Green Planet™, Kaneka will continue to help solve the problem of environmental pollution.

\* Biodegrades at least 90% in seawater (30°C) within 6 months. The “OK Biodegradable MARINE” certificate was issued to Green Planet™ (formerly called PHBH™) in September 2017 by Vincotte, an international certifying body headquartered in Belgium. TÜV AUSTRIA Belgium NV took over the certification work from Vincotte in December 2017.



“Jujitsu Yasai” with lactic-acid  
bacilli mixed



The telescopic straws made from  
Green Planet™