

# Sticking to objectives: OSP targets sustainable growth

Seal and label manufacturer Osaka Sealing Printing (OSP) is developing solutions that add value to its customers' products, with a particular focus on creating packaging that not only enhances visual appeal but environmental credentials, too.



"The value of the packaging comes down to several characteristics such as ease of use, eco-friendliness and clarity of information."

**Tadashi Matsuguchi,**  
President and CEO,  
OSP Group

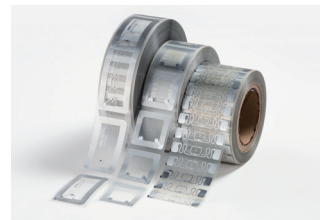
As a company which holds one third of the adhesive seal and label market in Japan, Osaka Sealing Printing (OSP) knows a thing or two about generating profits and creating long-standing relationships with customers that – like its products – stick around.

"The secret of generating profits at Osaka Sealing Printing (OSP) – what we call 'OSP magic' – is that we review all the business opportunities that don't bring about profits for us and mash them together to create something profitable," says Tadashi Matsuguchi, President and CEO of OSP Group. "We are now getting 1.4 million orders per year, or 6,000 orders per day, whereas originally the orders for sealing or labels were very small.

Mr. Matsuguchi uses the example where a hypothetical customer who makes a small order for 10 different types of labels in three different colours, of three different shapes, using different types of paper. "In this situation, no profit can be generated," he says. "However, if we receive 100 different orders, then we start having some orders that look very similar to each other. Then if we receive 6,000 different orders, then we may be able to categorize those orders by their colors or shapes. This is how we can turn many small orders into a large lot order. This is our so-called 'OSP Magic', as it's come to be known in the industry."

Beyond its sticker and label business, OSP has four other main business areas diversified across carton packaging, film packaging, promotion tools, and machinery. However, it is the stickers and labels that provide most of the company's commercial growth and is a field in which it is constantly developing new products and innovative solutions. In recent years, it has introduced its popular product line of 'Clear Thermal' – a translucent packaging allowing consumers to see the product contents – which has been adopted by major convenience stores in Japan.

"By showing the contents, you can enhance the appeal and the safety of the product," explains Mr. Matsuguchi. "Currently, we are also promoting our Clear Thermal line overseas, and we plan to expand it widely in the future."



OSP's plans for Clear Thermal would appear to come at an opportune time, with the global packaging industry set to continue to grow worldwide on account of emerging economies demanding more consumer goods in the coming years. With this growing demand in mind, how does OSP aim to reach these new markets? When it comes to package value, the OSP CEO highlights three characteristics that are constant wherever you go in the world: ease of use, eco-friendliness, and clarity of information.

"When those three characteristics are aligned, the ethical value of the product and the core value of the product itself, then customers are going to choose your product," he says. "So, we would like to continue to work with brand owners to develop more valuable products like this, providing them with value-added packaging solutions that expand this activity to the global market."

Unsurprisingly for the packaging industry, which has come increasingly under the microscope in regards to environmental impact, sustainability is a key area of focus for OSP, which invests

substantially in R&D to create more environmentally friendly packaging solutions.

"When it comes to printing, every factory is looking for ways to eliminate energy-wasting and environmentally burdensome production processes. In consideration of the impact on the environment, we are now transitioning to solvent inks to water-soluble ink. Of course, the functional quality is still maintained," says Mr. Matsuguchi.

"Apart from those things, we are also focusing on the use of plastics. Sometimes you need plastics from the performance or functionality perspective, but there are a lot of other areas where we can replace plastics with other materials, so we are working on how to replace film with paper. Our new product line, 'Paper Attention', is one of them. It is a product that can appeal to ethical customers."



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