

CONVEX

- International -

Video conferencing ID:Toppan







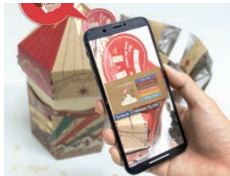


Special
Feature

Toppan's Global Strategy
Using the Décor Business as a Model





Contents

★		Special Feature Toppan's Global Strategy Using the Décor Business as a Model	1
★		Learn About Toppan's Visual Identity!	10
★		Notice Regarding Suspicious Emails	12
		News & Information Thailand: Siam Toppan Wins WorldStar Packaging Awards Japan: Immersive Online Tours of Japanese Cultural Heritage U.S.A.: Expansion of Toppan Merrill's Sartell Facility Completed Japan: Three Languages Added to toppan.com	14
		Meet Our People Lin Minying Toppan SMIC Electronics (Shanghai)	Outside back cover

Notice from the Public Relations Division

CONVEX International is an internal magazine for the Toppan Group. The title, "CONVEX," is based on the meaning of the Chinese character "凸", which is pronounced "totsu" in Japanese and is the first character in the word "toppan." In the same way that a convex lens focuses light at a single point, the name of the magazine expresses Toppan bringing together its "vibrant knowledge and technology."

Cover Photo

The photo on the cover is a collage of Toppan Group employees who contributed to the special feature. Thank you to everyone who took part.



Special
Feature

Toppan's Global Strategy

Using the Décor Business as a Model

This feature is designed to give readers the opportunity to think about how diversity at Toppan is linked to business continuity as one way of thinking "outside the box." We focus on décor and present Toppan's history in the business, its expansion due to M&A, and future strategy.



The History of Toppan's Décor Materials Business

Special Feature



Norio Yamanaka
Managing Executive Officer

The Japanese government's policy to expand housing

Toppan's décor materials business was born in the 1950s, when the Japanese government was implementing measures related to housing as part of the post-war recovery. Working with a manufacturer of building materials for housing that had developed cushioned flooring prompted entry into the décor materials business. At the time, the business was centered on making décor foils for furniture manufacturers, and it was vulnerable to changes in industry conditions.

This began to change in the 1980s. After the "101 Brand" series of woodgrain pattern décor films was launched in 1989, Toppan enjoyed an increase in opportunities to sell its products directly to firms involved in the construction of condominiums and non-residential spaces. Subsequently, we have expanded product lineups in line with changes in the business. This includes functional flame retardant wall materials and items that combine aluminum with décor films. In addition, Toppan also offers such value-added services as the processing of furniture and fixtures.

Non-residential market

As Toppan expanded from printing two dimensional surfaces to three dimensional products, we started to advance into the non-residential market in earnest in the late 1990s. "Toppan Eco Sheet," the industry's first such product using non-PVC material, was developed in 1995. In the 2000s, entering the market for high-rise condominiums and foreign-financed hotels sparked demand for both versatile patterns and a variety of unique designs for residential and non-residential applications.

Overseas expansion

Toppan opened sales offices for décor materials in the U.S. and U.K. in the 1970s. Toppan Interamerica (TIA) was established in the state of Georgia in 1988 as the first overseas manufacturing base for the décor materials business. In 2012, TIA acquired its Pennsylvania plant from Chiyoda Gravure. Decotec Printing, based in the province of Barcelona, Spain, joined the Group in 2017 to be the first manufacturing base in Europe, and most recently, Interprint, with manufacturing plants in Europe, Asia, and North and South America, joined the Toppan family in 2019.

Filling Spaces All Over the World With Toppan Décor Materials

Predicting industry trends and future changes due to the coronavirus pandemic

The novel coronavirus pandemic has slowed global economic growth. It is believed that it will take a full two years to return to 2019 levels and the outlook for the décor materials business looks to be in line with this.

The growth of coronavirus infection has transformed the way we live and work. Homes are no longer just places in which families relax, but are also becoming places in which we work. We will also see changes in the likes of offices, commercial facilities, and hotels. Significant change related to various aspects of people's living and working lives is taking place throughout the world. It goes without saying that we need to be conscious of the new normal and respond to emerging needs.

Future strategy leveraging Toppan's strengths

Toppan's common global strengths are design and functionality. We provide outstanding printing and processing that make wood and stone patterns look better than the real thing, design that brings creativity and feeling, and technologies that add functions for use as industrial products.

Another one of our major strengths is global locations. Let's look again at the features of the three companies involved in the décor materials business.

Toppan Interamerica (TIA) manufactures products

matched to the needs of the American market. These include pre-coated papers for furniture and walls and film products for flooring and furniture. It has been in business for more than 30 years and has a similar working style and product mix to Toppan in Japan.

Interprint's business is focused on the supply of décor paper for thermally fused melamine panels. The company's management is robust and work is efficient. For example, there are 31 colors of base paper used for printing in Japan, but Interprint designs and develops products based on the eight colors used most frequently.

Decotec originally supplied décor papers with high-quality design for thermally fused melamine panels produced by Finsa, its parent company. Its business is focused on the Iberian Peninsula and its people are generous and friendly.

These three countries have firmly established models of local production for local consumption. Interprint and Decotec in particular make products using general-purpose materials at low cost and sell them in large volumes.

The current challenge for the décor materials business is to promptly optimize collaboration between locations and maximize the synergies of the Group. The décor market is expected to grow at a rate of 3% in the medium-to-long term, and the strategy of supplying a small number of product types in large volumes may not be the most effective in the future. To overcome this, we need to exploit Toppan's strengths and leverage multiple product types and materials to continue to create new designs and products.

From 2D surface design to 3D space design

In the periods during and after the coronavirus pandemic, it will be vital to provide products with new concepts by enhancing the core technologies of each base as well as the design and functions of products.

In addition to design and functionality, we have to add a third strategic advantage. The key will be expanding our domain from two-dimensional surface design to three-dimensional space design, and ultimately to urban development.

The kind of ageing society we are witnessing in Japan is expected to be seen in countries in Europe and North America at some point in the future. Therefore, I would like us to share a vision of targeting a space design business, in which we shift our positioning to one of planning and designing spaces and create high-value-added products and services at points closer to consumers. I hope we can fill spaces all over the world with Toppan Group décor products and work together to maximize the value offered by the Environmental Design business.

As companies in a diversified printing group

The difference between us and our competitors throughout the world, is that we are part of a diversified printing group. I would like everyone to be conscious of Toppan's Corporate Philosophy, which advocates contributing to fulfilling living as a major presence in the fields of information and culture. I hope people learn about and take advantage of all Toppan's technologies and products. For example, by proactively using our VR, high-definition visual media, and digital technologies at exhibitions and in presentations, we can differentiate ourselves from other companies.

I very much hope that all our bases throughout the world can collaborate to grow the décor materials business together, resulting in happiness and contentment for all our employees and their families.

Profile of Mr. Yamanaka

Motto:
"Maintaining the status quo is the same as going backwards." In the past I had an experience in which I became complacent and lost a customer to a competitor. It taught me the importance of doing a scrap-and-build of oneself.

Place I want to visit:
I'd love to see the spectacular scenery of the Salar de Uyuni salt flat in Bolivia for myself.

Ideal house or room:
A room with a luxurious use of space. This is difficult in the city, but it would be great to buy and renovate a holiday home in somewhere like Nagano.

Interprint RUS

Egorievsk, Russia



Key words

1 Teamwork

A coordinated team working in harmony is one of the keys to success. We are a proud team of people, who support one another, inspire one another and place confidence in one another. That is what makes our work so efficient.

2 Creativity

Interprint is not only about business, it is also about inspiration and creativity in everything we do. Sometimes fresh ideas, unconventional approaches, and ingenuity are exactly what help to be in the lead.

3 Flexibility

We do our best to react to inquiries super quick and to offer customized solutions to customers. Interprint RUS puts a special emphasis on supplying décors that meet the demands of Russian furniture and flooring markets.

> Introduction

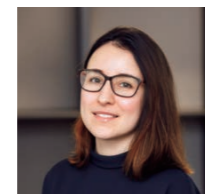
Interprint in Russia started with a sales office that opened at the end of 1991 in Moscow. In April 2008 the first roll of decorative paper was printed at Interprint RUS. It all started then with only one printing machine and around 50 employees, and today we are a proud team of 132 people and we have three printing machines, producing around 10,000 tons of decorative paper per year.

The site in Egorievsk has its own cylinder engraving and digital color matching department, which makes it possible to react to inquiries very quickly and to offer customized solutions to customers. Interprint RUS puts a special emphasis on supplying décor materials that meet the demands of Russian furniture and flooring markets. Customer events are held on a regular basis to keep direct and indirect customers up-to-date about trends in interior design.

> One team, one goal

I am happy to say that we have an excellent and high-performing sales and marketing team here in Egorievsk. These people have a lot of experience, a high level of proficiency, and a lot of passion, which I find to be a perfect combination for the job we do.

It is important for team members to feel useful and engaged in the workflow, knowing that the result depends on the efforts of each person. Everybody knows their part and what they have to do. At the same time, they are ready to assist colleagues whenever necessary. Together we have managed to create a comfortable and trusting atmosphere where people can work and meet challenges.



Team Leader

Alena Knorre
Head of Sales at Interprint RUS

Ideal house or room: A Scandinavian style house, somewhere on a river bank would be an interesting option for me for the future.



Recent Topics

"INTERPRINT Design Week 2020" took place between March 3 and 5 in Egorievsk. We welcomed more than 100 guests, talked about the future of design and the latest trends, and introduced the updated Russia Range collection of décors, selected specially for Russian market.



Our Town



Egorievsk is a small town with a population of about 80,000 people. Egorievsk has some beautiful churches and a wonderful local history museum.



Local pubs and restaurants serve traditional food, like *borsch*, *pelmeni*, and *blini*.

Interprint do Brasil

Curitiba, Brazil



Key words

1 Design

Customers and visitors see more than a factory. They see design inspirations from the moment they set foot in the plant.

2 Transparency

Relations with employees, customers and society are maintained by transparent communication. The symbiosis between the factory and design/administrative areas is demonstrated by glass windows between them to offer transparency to our customers.

3 Team

The spirit of the team is very strong. The majority of the first employees who launched the factory are still working here today.

> Introduction

The location is logistically very strategic. The factory is located close to panel producers, major players in the furniture industry, and the main nautical port of the state. The establishment of a footprint for the company in Brazil began in August 2010, with the opening of a sales office for Latin America. This was followed in 2015, with the launch of our own production facility. Today we have 90 employees. There are two printing machines, with 6,000 tons of capacity, and one impregnation channel for melamine films that can handle 45 million m² per year.

> One team, one goal

My team is responsible for printing paper, ink preparation, rewinding & packaging, cylinders, sample preparation, and technical assistance for decorative paper. Our printer team is responsible for transforming paper into art and design, as customers are not just buying paper, they are buying designs that inspire.

The first step in ensuring good communication is to work together and establish a good relationship, not to be a boss, but to be a partner, making people always feel part of the Interprint business. When we have loyalty, commitment, and passion, communication becomes easier and we can use diverse tools, including e-mails, short daily meetings, and information boards, to keep channels open.



Team Leader

Claudenir Pereira
Print Manager

Ideal house or room: I just had a new house built recently, and my family and I are totally satisfied.



Recent Topics

After the worst phase of the pandemic, in September the market started to heat up again and we are producing at full capacity for the first time since we started up the factory in Brazil. Another big change has been the daily use of "streaming tools" to bring our designs and inspirations to our customers. We were even recognized by the Arauco Group as the best supplier of digital tools for their 2021 briefing.

Our Town



The Botanical Garden of Curitiba is a park, a major tourist attraction, and a landmark of the city. It was created in the style of French gardens.



Brazilian feijoada is a dish that consists of a black bean stew with various types of pork. It is served with farofa, white rice, crackling, braised cabbage, and sliced orange. It is a tradition to accompany feijoada with a "Caipirinha" cocktail.

Decotec Printing

Barcelona, Spain



> Introduction

Printing sensations since 1997. We are a small but wonderful company based in Tordera (Barcelona) that has been present in the decorative paper industry for more than 20 years. We have grown through enthusiasm, commitment, teamwork, and close collaboration with our customers. Together, we create designs and print solutions for both national and international markets. We have 82 employees working hard every day to fulfill our customers' needs, so the final product allows them to develop beautiful and cozy spaces.

> One team, one goal

In Decotec's production department we carry out the main activity of the company by printing industrial paper for furniture, laminate flooring, and melamine boards in the decorative sector using four-color rotogravure presses. Our three production lines are equipped with technologies that allow a continuous and reliable printing process. Quality is also guaranteed with the Japanese KAIZEN method.

To make sure that communication is appropriate and efficient among team members and between us, we use different methods, such as periodic meetings (twice a day to share daily information on production and once a month to review results, KPI's, etc.), information blackboards, emails, and electronic devices.



Team Leader

David Burgaz

Ideal house or room: I would like to live in a house in front of the sea, not too big, with large windows to enjoy the sunlight and with a terrace to cook and have lunch or dinner outside. Everyday will be barbecue day!



Recent Topics

We are growing! The construction of a new plant dedicated to the production of impregnated paper is almost complete and the machinery is on its way to Decotec. The plan is to start with real order production in January 2021, so we are very excited to start this new line of business that allows us to be more competitive in our industry and to offer a wider range of products and solutions to our customers.

Our Town



Saint Steve's Church

Tapas is an appetizer or snack in Spanish cuisine. Tapas may be cold or hot and is normally accompanied by beer or wine.



Food

Key words

1 Flexibility

As we are small, we can make changes more easily than our competitors to meet the customer's needs. At the same time, we can offer more customized orders and designs.

2 Reliability

What you see is what we are. We do not promise anything that we cannot deliver both internally (with employees) and externally (with clients). And we work hard in terms of quality and delivery times.

3 Commitment

We are committed to supporting our local community by increasing the employment rates of the region and taking care of the environment that surrounds the plant.

Toppan Interamerica

Georgia and Pennsylvania, U.S.A.



> Introduction

Toppan Interamerica (TIA) is a manufacturing company in the United States.

TIA manufactures printed papers and films that are sold to décor material manufacturers. TIA's products are used on the surfaces of materials for walls, floors, ceilings, cabinets, and more. TIA has two plants, one is Georgia plant, which was opened in 1988 as the Toppan Group's first décor materials manufacturing base in the United States. The other is Pennsylvania plant, which was acquired from Chiyoda Gravure in 2012 to bolster TIA's manufacturing network.

> One team, one goal

After 21 years of service and currently as HR Assistant Manager for TIA, I enjoy working with different employees and levels of management and creating an environment where employees feel comfortable and welcomed.

This year has presented quickly changing conditions and a lot of uncertainty surrounding the COVID-19 pandemic. Employees became more dependent than ever on management communicating honestly throughout the constant changes. Our goal was to communicate in a way that provided as much information as possible while continuing to give hope for the future.



Team Leader

April Chapman

HR Assistant Manager

Ideal house or room: I would love to live in a quiet room with a large window view of a white sandy beach and ocean.



Key words

1 Fusion

TIA is a fusion of the best of Japan and the best of America.

2 Defining Surfaces

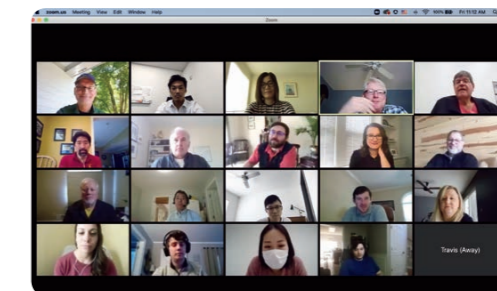
Our designs and products are highly engineered to feel and look like real wood and stone surfaces.

3 Mutual Respect

Respect for individuals, customers, suppliers, the community, and society.

Recent Topics

Online meeting



Our Town



It's "American sushi!"



Spot

Providence Canyon is sometimes called Georgia's "Little Grand Canyon."

Toppan Europe

Düsseldorf, Germany
London, U.K.
Barcelona, Spain



Key words

1 Diversity

Not only the employees of Toppan Europe, but the customers we serve are diverse, located in a vast area of Europe, the Middle East, and Africa. Each customer is unique with a different language, culture, and way of business.

2 Think Global, Act Local

While we make the most of knowledge, skills, and technologies shared through global networking within the Toppan Group, we focus on finding the best solutions tailor-made for each customer to be more competitive in the local market.

3 Cross-Industry

The employees of Toppan Europe belong to different business divisions. We enjoy active communication and exchange information from different industries, which enables us to come up with ideas out of the box.

> Introduction

Toppan Europe's offices are located in Düsseldorf, London, and Barcelona. Toppan Europe provides décor solutions for interior and exterior applications, for both residential and commercial markets, to customers in Europe, the Middle East, and Africa. The strength of décor products from Toppan is outstanding print quality. One of the key products is "G-effect," which is a paper foil with a synchronized and gradational embossing effect that looks and feels just like real wood veneer. G-effect is supplied to several door and furniture manufacturers through Toppan Europe.

> One team, one goal

I was appointed General Manager of Toppan Iberia in January 2019, and my function has been to set up Toppan Iberia and integrate Decotec into the Toppan Group. I have also been actively involved in both M&A processes, and since Toppan acquired Interprint at the end of 2019, I am also a member of Interprint's Executive Committee as well as a board member at Decotec.

These latest investments within our décor division will be the foundation for future expansion not only in Europe, but also throughout the rest of the global market. For global expansion, I am coordinating, together with Toppan Europe and Tokyo, the PMI process for both Decotec and Interprint. Both Interprint and Decotec working groups have been visiting each other's companies and crucial information has been exchanged. The same goes for design departments too. The Interprint, Decotec, Tokyo, and Toppan Interamerica designers have now kicked off their global design meetings.

Furthermore, the Toppan Barcelona office takes care of Iberian customers, and we have also successfully set up local production for Fortina. This has resulted in the CEUTA project installed last year and several Architect@Work exhibitions in Madrid and Barcelona, as well as Habitare in Helsinki, Finland.



Team Leader

Martijn Huisman
Member Executive Committee Interprint / Decotec
General Manager Iberia
Ideal house or room: A modern house on a mountain or hill and with a sea view close to Barcelona, so I can do all kinds of sports activities together with my family and enjoy the city.

Recent Topics

Motorhomes are gaining popularity during the COVID-19 pandemic, as people want to have holidays in motorhomes instead of taking flights. Toppan G-effect is now supplied to motorhome brands for newly launched luxury lines.

Our Town



People in Düsseldorf enjoy drinking beer and walking along the beautiful Rhine river on sunny days.



Traditional German food together with locally brewed beer. This is a plate for two people!

Living & Industry Division

Tokyo



Key words

1 Décor Materials

Diverse materials enabled by robust technologies and cutting-edge design. Toppan offers a wide range of products with outstanding design and functionality and uncompromising attention to "aesthetics" and "feel."

2 Space Creation & Direction

Toppan has a new space design brand called "expacé." Spaces reflecting consumer attitudes and changes in society are created in collaboration with customers.

3 Urban Development

Toppan Digital Transformation (T-DX) is leveraged to provide urban spaces that link towns, communities, and people and transcend generations to support enduring living environments.

> Introduction

The Environmental Design Subdivision takes as its slogan "making tomorrow a comfortable space." We are involved in three businesses, namely décor materials, space creation & direction, and urban development.

We have six sales bases in Japan and two manufacturing plants and work to provide products and services that consistently contribute to solutions for our customers. We are rolling out a global platform centered on overseas bases and driving a local production for local consumption model.

> One team, one goal

In the Global Operations Office, we provide a range of support to the overseas subsidiaries of the Environmental Design Subdivision, including sales and marketing, technical development, manufacturing, and governance. Our mission is to leverage Toppan's technology and expertise to generate synergies by enhancing productivity and developing new products. I really look forward to fusing the technical capabilities of overseas bases with those of Toppan in Japan and bringing the new value of the Toppan Group to the world.

Due to the COVID-19 pandemic, we have increased the frequency of communication by email, online chat, and videoconferencing with people in Japan and overseas and are taking various measures to make sure that things run smoothly.



Team Leader

Kaori Imamichi
Global Operations Office
Global Strategy Department, Environmental Design Subdivision
Ideal house or room: I am happy as long as I can see green trees and a blue sky from my window. But if possible, I would also like to have a hot spring bath.



Recent Topics

As a measure to prevent the spread of COVID-19, anti-droplet partitions made in-house have been installed in offices.



Our Town



Akihabara has a lot of Chinese restaurants. The best one is called Sentanbo (仙丹坊). I recommend their extra-spicy mapo tofu.



Learn About Toppan's Visual Identity!

The Public Relations Division at Head Office in Japan has published a revised version of Toppan's Visual Identity (VI) Design Guidelines.

The guidelines present the concept for the TOPPAN brand in a visual format. The section on logo design, sets out elements that symbolize the brand and provides detailed rules on how to use them. These include the brand color, sub-color system, sub-graphics, and stipulated fonts.

The intention is for the entire group to make use of the guidelines to learn about VI at Toppan and follow the rules to enhance operational efficiency and the value of the TOPPAN brand.

Enhancing operational efficiency

Production of envelopes and pamphlets with the TOPPAN logo: The VI guidelines help to improve operational efficiency by setting out the correct position for the TOPPAN logo to be displayed.

WHICH IS CORRECT?

If you don't know the rules, you might make a misjudgment when using the logo on an envelope.

THIS IS IT!

If you know the rules, you can make the right decision when using the logo on an envelope and it can also help reduce the time needed for production.

Standard branding and avoiding of a negative image

The role of VI is to communicate a company's philosophy, vision, and product value to society in a visual form. It also helps to align people's thinking within the company and stimulate the organization. It is essential to use the company's VI in corporate profiles, advertising, websites, product packages, direct marketing, and other media to communicate a consistent image for Toppan both inside and outside the company.

WHICH IS THE REAL THING?

THIS IS IT!

Header area
The header area should follow the same format and layout for all websites.

- Company name logo (with blue underline)
- Search icon 45 px x 36 px
- Language selection 108 px x 36 px
- Brand logo 191 px x 91 px
- Global navigation menu
- Contact 144 px x 36 px

Page width
We recommend the same width as the Toppan global website.

PC: 900 px
Mobile: 320 px

Examples of revisions

C-13-1 Websites

The figure on the left shows the stipulations for website design. Please create websites accurately in line with these stipulations. Contact the Public Relations Division at Head Office in Japan for details.

C-01-1 & 2 Exhibitions

Exhibition booths are important media for communicating the TOPPAN brand to customers. Please refer to the examples and be conscious of ensuring a consistent overall image.

Example: TOKYO PACK 2018
Consistent TOPPAN brand logo

Example: JAPAN SHOP 2019

Example: International Building and Home Week 2018

Example: INTERZUM 2019
Consistent TOPPAN brand logo

Example: Digital Content Expo 2018

Toppan Visual Identity Design Guidelines



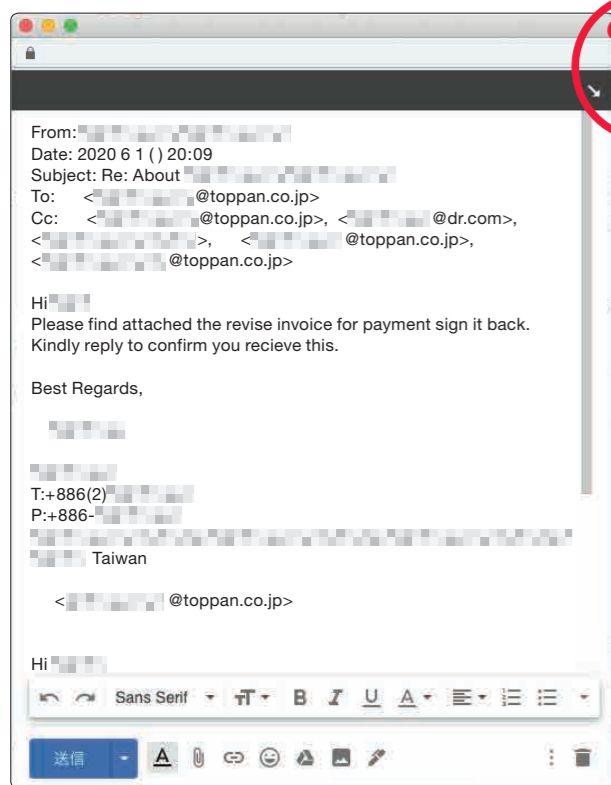
GlobalPR@toppan.co.jp

Notice Regarding Suspicious Emails



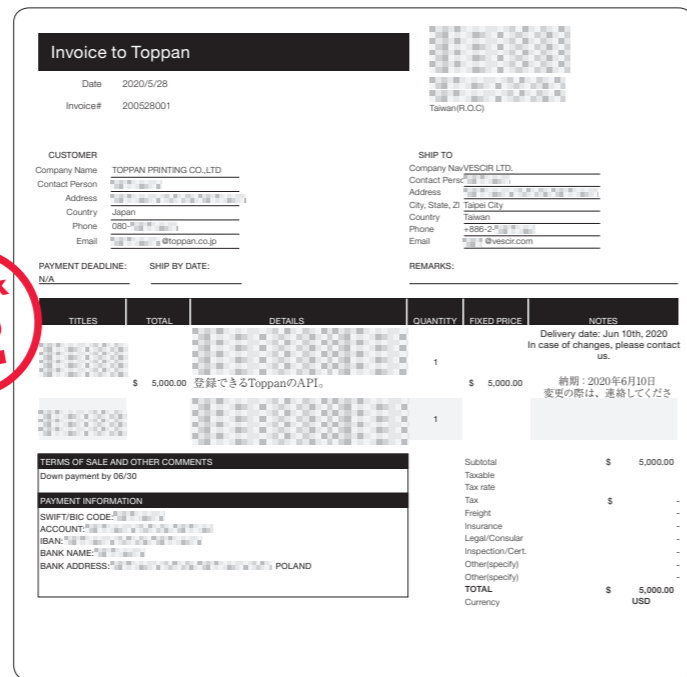
Since November 2019, there has been an increase in damage incurred within the Toppan Group as a result of the receipt of fraudulent emails disguised as business emails. In response to this, we are sharing information about such fraudulent emails with employees and reminding them to be careful about handling emails and other material.

Case 1 Scam email from a business partner



Check 1

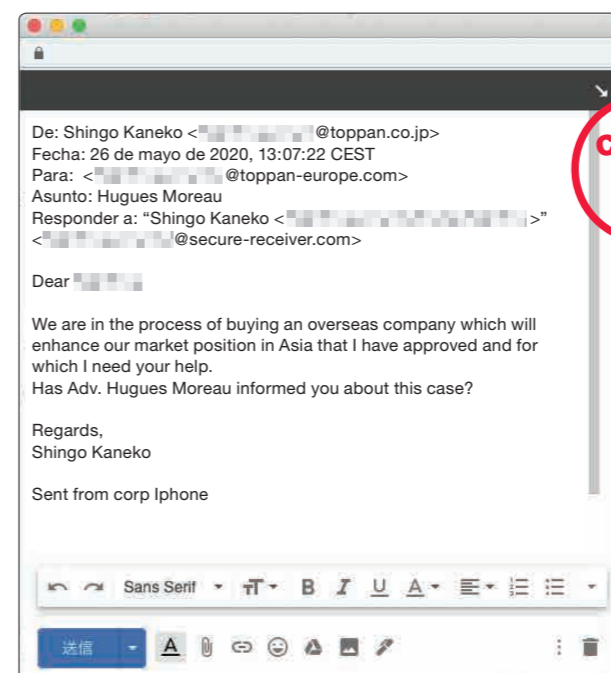
A client's email account was hijacked and a fraudulent email from a legitimate email address was sent to an employee of the company. The email had an unrelated domain name (dr.com) in the cc line, and was accompanied by an invoice with a falsified payment address. The payment recipient's bank was located in Poland, which is not related to the client (Taiwan). The attackers also hijacked a domain unrelated to the client, and it is believed that the attackers received email responses from the employee.



Check 2

An invoice with falsified payment information was received. The recipient realized that the email was fraudulent and responded appropriately, meaning that no damage occurred.

Case 2 A phishing email disguised as one from the president of the Toppan Group

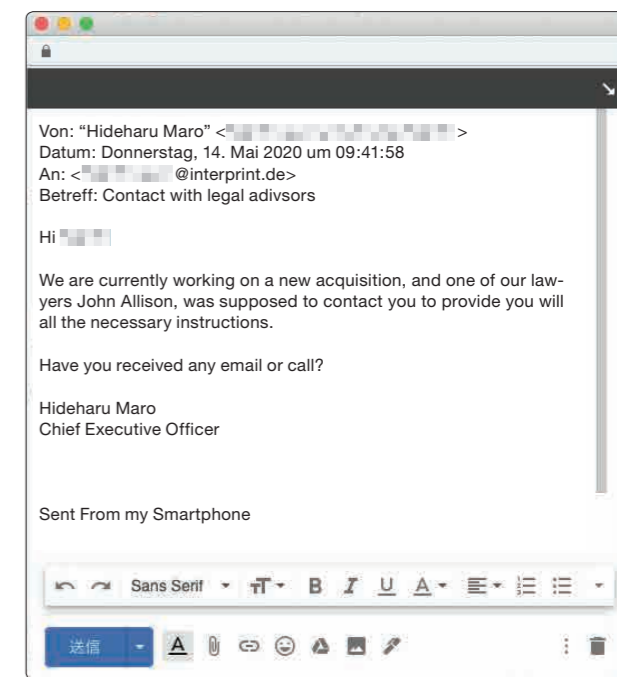


Check 3

This email was designed to prompt a reply about whether an attorney had contacted the recipient about an acquisition. This email was particularly difficult to counter because it was sent from a legitimate cloud email delivery service, and blanket blocking of emails coming from it would interfere with business.

Check 4

You can see that the sender has been spoofed because when you click on the reply button, the address shown for the recipient is different from that of the sender of the email received.



Precautions when opening emails

- 1 Check the sender's email address to make sure that it is not a case of spoofing.
- 2 Ignore unfamiliar emails and text messages.
- 3 Do not open links or email attachments.
- 4 If you are not sure whether an email is genuine or fake, check with the sender over the phone or by similar means.
- 5 If you receive a suspicious email, keep the data and immediately contact the Information Security Manager.

Precautions when replying to emails

- 1 Check that the recipients are correct, especially if they contain unusual domains (after @).
- 2 Check that the attached files are correct.

Inquiries about this matter

Information Security Division
 Toppan Printing Co., Ltd.
 Information security help desk:
 sec_consul@toppan.co.jp

Thailand

Siam Toppan Wins WorldStar Packaging Awards



The award-winning original packaging designs from Siam Toppan Packaging

Siam Toppan Packaging has become the first company in the Toppan Group to win WorldStar Packaging Awards, which are organized by the World Packaging Organisation and recognize packages demonstrating advanced packaging technologies and outstanding design. The 2020 awards featured 321 entries from 36 countries, with 214 packages receiving accolades.

The winning entries from Siam

Toppan Packaging were paper-based packages for snacks given as gifts and employ original graphic design and structures that make use of the company's folding carton technology. The packages received plaudits for their eye-catching appearance, the adoption of eco-friendly reusable material, and the innovative use of AR code to create a smart package.

The awards ceremony for the World-

Star Packaging Awards 2020 is scheduled to be held during interpack 2021 in Düsseldorf, Germany, in February 2021.



AR can be used to provide information on the product.

Japan

Immersive Online Tours of Japanese Cultural Heritage



VR content based on Toshodaiji Temple in Nara is used for one of Profound Tourism Online's programs. Copyright Toppan Printing Co., Ltd. / TBS Courtesy of Toshodaiji

Toppan has launched Profound Tourism Online, a service providing online tours of Japanese cultur-

al heritage and insights into the country's rich traditions and culture.

Profound Tourism Online is an extension of the Profound Tourism service launched by Toppan in 2018 to provide experiences of the spiritual aspects of traditional Japanese culture. The service will combine virtual reality (VR) technology, online workshops, and real-time interaction with the likes of Buddhist priests and expert craftspeople. The use of online conferencing technologies allows users in multiple locations to take part and enjoy a new kind of travel experience.

For inquiry: profound@toppan.co.jp

U.S.A.

Expansion of Toppan Merrill's Sartell Facility Completed

The expansion of Toppan Merrill's production facility in Sartell, Minnesota, was completed this past spring, and full-scale operations are underway. The expansion has increased the area of the facility by 6,500 m², bringing the total area to 16,000 m² and allowing an increase in capacity to support an expanding customer base.

The Sartell facility is currently used to print, assemble, warehouse, ship, and mail marketing and compliance documents for customers in the financial and healthcare industries. With the additional space, some of the changes made include combining the offset and digital bindery areas and consolidating all the digital print equipment into a single area; restructuring the mailing area; and moving all pick locations out of the bulk warehouse and into the zone pick area.

New amenities have also been added for the 311 people employed in the Sartell facility. These include a walking path, outdoor eating area, and new break room.



Expanded facility



New break room



All the digital print equipment for such processes as printing and binding has been consolidated into a single area.



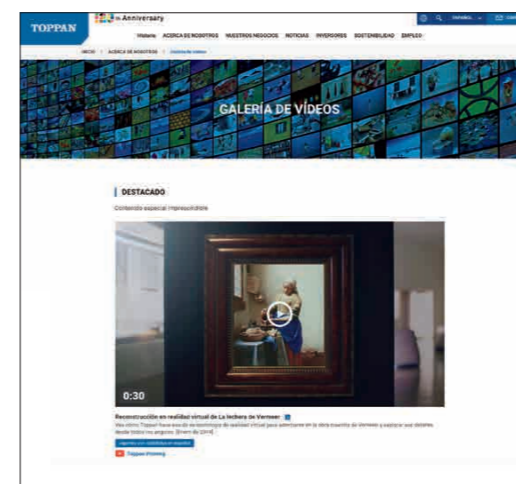
Conference room

◇ Virtual tour

To learn more about Toppan Merrill's production capabilities click [here](#).

Japan

Three Languages Added to toppan.com



The Public Relations Division at Head Office added three more languages to toppan.com in July. The global website, which presents information on the Toppan Group and its business to the world, can now be viewed in German, Spanish, and Traditional Chinese, in addition to the original English and Simplified Chinese. The three languages added are used widely throughout the world and are important for the business of the Toppan Group.

The site now also includes a Video Gallery bringing together video content from Toppan Printing and Toppan Group companies overseas to enhance the profile of the Toppan brand globally and support business in each locale. The page is designed to be user-friendly, with subtitles in English, Simplified Chinese, Traditional Chinese, German, and Spanish available for videos in Japanese.

Click on the links below to visit the Video Gallery:

- English
- Simplified Chinese
- German
- Traditional Chinese
- Spanish

MEET OUR PEOPLE

Enjoying the Friendliness and Warmth of the Toppan Family



04
LIN MINYING

At a sweets shop in Shanghai

Position/job
HR Manager, Admin Dept.
Company
Toppan SMIC Electronics
(Shanghai) Co., Ltd.
Location of company (city and country)
Shanghai, China

pany organizes excursions, trips, or sports events every year, members of my family also take part and get to know the people in my team. Giving my family a sense of the friendliness and warmth of the Toppan family means they understand and support my work.

What advice or message do you have for Toppan colleagues around the world?

The COVID-19 pandemic has reinforced the necessity and importance of globalization. In these circumstances, based on Toppan's philosophy of driving change and transformation, I think employees throughout the world should come together to bring about innovation and reconfirm and raise our awareness of the value and significance of our existence.

Lin Minying is a manager in the HR and Admin Department at Toppan SMIC Electronics (Shanghai). As the company's business grows rapidly, she is a key person in determining HR policy and strategy, and her integrity has earned her the trust of her managers and her team.

Tell us a bit about how you came to work for Toppan

I was attracted to the bright future for the semiconductor industry in China and to Toppan's culture of proactive enterprise. I felt that with my experience of working for Japanese companies and my understanding of the rapidly changing Chinese market and the new Japanese corporate culture, I would be able to create company systems and HR programs that were suited to Toppan, so I decided to join the company.

What experience have you built up since joining Toppan?

In the past two years my team and I have enhanced our ability to adapt and respond to the fast-moving developments of the indus-

try and the rapid expansion of the company's size. This has raised our consciousness and levels of customer service. The objective of our work is to always maintain respect for the individual and ensure employee satisfaction. At the beginning of 2020, when the novel coronavirus emerged, our team quickly purchased and distributed supplies of items to prevent the spread of infection, supported the continuation of production activities, and managed to contribute to an improvement in the company's performance, overcoming adversity despite challenging circumstances.

How do you maintain a good work-life balance?

Thanks to the superb teamwork of my colleagues, I hardly have to do any overtime. This means I have more time to socialize with colleagues after work, and through enjoying sports and meals together, we have strengthened mutual understanding and built a foundation for a cooperative relationship in the workplace. When the com-

During a tour of Toppan's Plaza21 showroom in Tokyo



Welcoming new members and saying goodbye to people moving on!



With colleagues at the sports festival for Toppan Group companies in Shanghai