

〈特別講演〉

## 地球環境問題へのライオン(株)の対応

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### Responsible Care of LION CORPORATION for Environment

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#### Abstract

Analyzing LION CORPORATION's activities through logical systems such as ISO 14001, two major problems were featured: "The packages and containers turn into waste," and "contents flow into basin systems." In addition to saving energy and reducing industrial waste, LION has to pay special attention to develop green packages. While we are making an examination of concrete methods to reduce environmental impact of throw-away packages, the theory of "Reduce, Reuse, Recycle" was established. LION puts the first priority on "reduce" followed by reuse and utilization of recycled materials. Packaging materials can be reduced by making lighter containers and by making the contents more compact. Stand-up refill pouches can reduce 80 to 90% of the materials. We consider that refilling is a form of reuse. The original bottle is reused at home by consumers. Bottles of LION's dishwashing detergent incorporates some 30% of recycled PET of beverage bottles. By incorporating recycled PET, the strength of the bottle decrease. The most critical problem, however, the transparency decreases easily. LION settles the matter of clarity by slightly coloring the bottles and the matter of strength by adjusting the shape. For the containers of condensed laundry detergents, plastics is used only for the rid, bottom and narrow pillars at the sides and the rest is made of paper 100% from milk cartons collected from consumers. Like this, LION realizes the policy of using recycled materials actively.

**Key words:** environmental management, environmental impact, recycle oriented society, extended producer responsibility, zero emission, Reduce-Reuse-Recycle.