

Material Meets Creative Team Project

featuring collaborations with creators taking on the challenges of materials

FASTAID with Lock & Peel™ and KAZOO SATO of TBWA HAKUHODO

~ Discovering the appeal of materials for creating new customer value ~

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: Tsutomu Tannowa) has announced the Material Meets Creative Team Project, which is a project featuring collaborations with creators to clearly communicate the appeal of materials from unprecedented perspectives.

FASTAID* is a dietary supplement package created from a combination of Lock & Peel™, a material manufactured and sold by Du Pont-Mitsui Polychemicals, Co., Ltd. and the TBWA HAKUHODO team led by Kazoo Sato, the executive creative director. A single package consists of two inner pouches, one containing water and the other containing nutrients. When it is squeezed by hand, the water and the nutrients are mixed together in the package. It is therefore easy for children and elderly people to handle, and it allows everyone to enjoy the process of mixing.

* The name of FASTAID is the name of the prototype created in the collaboration project with BRAIN. If it is commercialized, the product name may be changed.



F A S T A I D

A dietary supplement package with the new Lock & Peel™ technology to supply water and nutrition at the same time

STEP



◆ Lock & Peel™ (http://mdp.jp/product/him/pdf/him-data_02.pdf)

Developed by Du Pont-Mitsui Polychemicals, Co., Ltd., Lock & Peel™ resin is a new material producing either a complete seal or an easy-to-peel feature depending on the heat sealing temperature at the time of manufacturing the package. The two sealing statuses can be achieved with a single material. As material of a new package that can keep and carry different contents in a single unit, and that allows them to be easily mixed with a single operation at the time of use, it achieves longer consume-by dates of the contents and enhanced convenience, and adds new hands-on value to packages. It attracts attention as a solution to the increasingly significant issue of food losses and as a response to needs for universal design.

◆ KAZOO SATO, TBWA HAKUHODO



Born in Yokohama in 1973, Kazoo Sato is an executive creative director for TBWA HAKUHODO.

He has won at least 150 domestic and overseas awards with his Big Idea that transcends the framework of media.

He has been named as a member of the jury for several international advertising awards, including the film category of the Cannes Lions International Festival of Creativity. He was a Creator of the Year medalist.

<Contact for inquiries on this matter>

Corporate Communications Division, Mitsui Chemicals, Inc.

Phone: +81-(0)3-6253-2100

<Contact for inquiries on the product (Lock & Peel™)>

Packing Materials Group, Sales Dept., Du Pont-Mitsui Polychemicals, Co., Ltd.

Phone: +81-(0)3-6253-3651