

Change Consumer's Behavior, Change Society

## About us

### Vision

"Circulate Everything"

"Circulate Everything" means taking used personal belongings and bringing them back to their original state and then selling them as a new product. By implementing this we help to protect our world reducing use of petroleum and energy which will further reduce emissions of carbon dioxide and other gases.

Fundamental to our core ethos is our invitation to all consumers joining us on this journey in protecting our beautiful planet. We offer consumers the opportunity to satisfy their feeling of – "I want to contribute to the environment" by collating fun, entertainment and circulation.

Our aim to "Circulate Everything" means: the world benefits – consumers benefits – the company benefits.

### Strategy

In order to circulate everything, the key factors should be both involving consumers and recycling technology platform. To involve consumers, we have established collection spots to collect recyclable items from households' daily activities. We also have strong relationship with a variety of recyclers and recycling technology companies.

To add the essence of fun to recycle, we co-hosted "GO DeLorean Project" with NBCUnivesal to recreate "Back to the Future" scene which DeLorean runs with garbage. We have done it with fuel (bio-ethanol) from recycled clothes instead of garbage.

### Leadership



#### Masaki Takao

CEO & Co-Founder

Takao holds a BSc degree in Chemical Engineering. He developed a bioethanol production technology from cotton in collaboration with a chemical company. He also led some R&D projects, such as ethanol production from waste gas and mobile phone recycling process through pyrolysis.

Takao took command of capital increase project as the vice president and succeeded to arise \$ 14 million in 2014. He took over the role of the CEO in March 2016.



#### Michihiko Iwamoto

Chairman & Co-Founder

Iwamoto holds a bachelor's degree in economics. He has over 20 years of experience of sales and marketing in textile companies. He established JEPLAN to realize a society where everything will be circulated with economic efficiency. He has achieved nine consecutive years of profitability as the CEO of JEPLAN. Iwamoto published his first book "Business for creating 'future without waste'" (in Japanese). He was selected as the fifth Japanese Ashoka fellow in 2015.



21 Oct 2015, "GO DeLorean Project" ceremony, Tokyo



## Recent Press



DeLorean time machine runs on fuel made from recycled clothes

By Matt Rivers, CNN

Updated 12:07 GMT (2:07 HKT) October 21, 2015



"DeLorean time machine runs of fuel made from recycled clothes". *CNN*, 21 October 2015



Japan Airlines to Turn Clothing into Jet Fuel

By Jasmin Malik Chua, 12/09/15. Read under: Eco-Fashion News, Retrend Alert, Reused / Recycled Eco-Fashion

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"japan Airlines to Turn Clothing into Jet Fuel". *Nikkei*, Asian Review 8 December 2016

# Bring Project

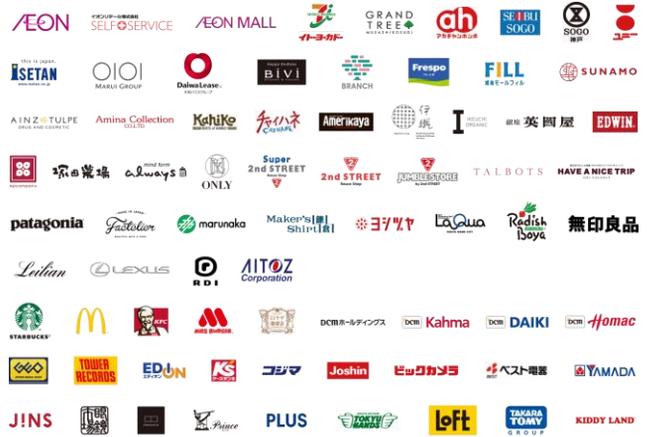


What is BRING?

60% of the clothing produced across the planet (45 million tons per year!) is made from petroleum based polyester. BRING contributes in reducing petroleum consumption by recycling old clothing.

BRING is a project that cooperates with businesses and general people to recycle fabric products into resources for Earth. BRING's goal is to broaden the scope of worldwide recycling efforts by bringing customers and businesses who are willing to recycle together.

Businesses participating in the project collect fabric products from customers in their stores. The collected clothing that can be recycled are donated to charity for re-use. Products that can't be recycled are used for making new clothes, jet fuel, and bioethanol.

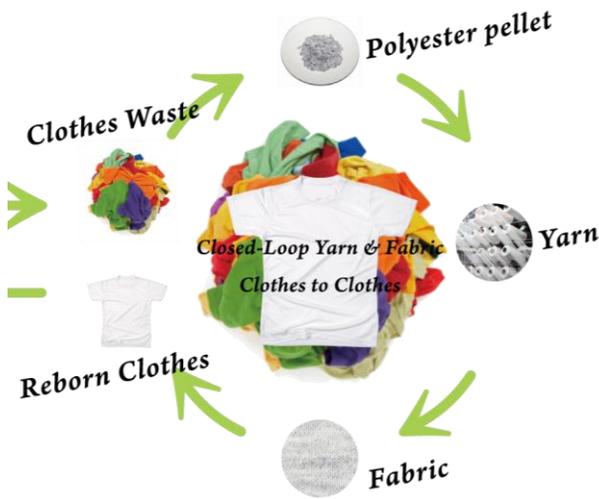


Project Members



BRING and its partners want to give the clothing new life by using its raw materials to make products that people want

# Technology



Polyester chemical recycling technology

The recycling process is started with dissolving polyester fiber in the clothing which further purified. We have developed technology to produce a polyester resin which is used as raw material for polyester fiber.



Small-scale commercial plant in Japan

Currently, we are constructing a small-scale plant in order to demonstrate the efficiency of its technology. Japanese government granted a subsidy of \$ 4.2 million for this project. Production capacity: 2,260 ton/year

## Contact Information

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