

TIME 100

THE
WORLD'S
MOST
INFLUENTIAL
PEOPLE

**DEMIS
HASSABIS**

BY JENNIFER DOUDNA

+ 99 MORE



Molded to Perfection



**“We want to create
consumer goods that are
not just thrown away
like packaging.”**

Takehiro Ishihara

President

Nippon Molding Co., Ltd.

Japanese paper packaging manufacturer Nippon Molding Co., Ltd. is developing innovative new technologies to improve sustainability and recycling rates. The Aichi-based firm has been a major player in the molded pulp products industry for almost 70 years and hopes to lead the way in adopting more reusable materials and practices. It is pioneering a new dry mold fiber, which requires no water in its production, allowing businesses to redirect water costs to other operations. President Takehiro Ishihara also reported that the company is exploring new uses for its paper, such as automobile parts and even construction. “We are targeting new product development for the future, particularly dry mold fiber. The difference now is that we are looking at not just packaging but also other possibilities,” said Ishihara.

