

News Release (October 29, 2024)

Toyo Seikan Group Holdings has won a Bronze Award at the Pentawards 2024

- Drawable Can : Beverage can that promote communication -

Toyo Seikan Group Holdings Co., Ltd. ("Toyo Seikan Group Holdings"; Tokyo 5901; President: Ichio Otsuka) has received the Bronze Award in the PROFESSIONAL CONCEPTS category of the Professional Conceptual Work - Beverages at the Pentawards 2024* international packaging design competition for their Drawable Can beverage can design.

The Pentawards, which have been held since 2007 to recognize outstanding packaging design worldwide, have now recognized Toyo Seikan Group Holdings' achievements for the tenth time. The company will continue to create products that spark joy in customers and society as a whole, not merely in terms of functionality but also in design, as packaging plays an essential role in people's lives.



From left to right: Ichio Otsuka, President of Toyo Seikan Group Holdings
Mina Matsuhira from the Innovation Incubation Office of Toyo Seikan Group Holdings
Yosuke Morita from the Design Center at Toyo Seikan Group Holdings

■ The award-winning product :

Drawable Can (received award in the Bronze Award in the PROFESSIONAL CONCEPTS category of the Professional conceptual Work - Beverages)



Overview

Canned beverages are convenient for scenes where many people gather, such as parties and camping, but it can be difficult to know which can is one's own. The design concept of the Drawable Can allows an individual to add their own expressions to the printed characters, making it easy to identify their own can at a glance.

By combining function—distinguishing one's can—with the playful element of drawing, this innovative packaging design has also been recognized for its ability to promote communication through comparing and sharing drawings among friends.

* The Pentawards is an international competition that has been held since 2007 to recognize outstanding packaging design worldwide. The judging process is divided into eight main categories, each with subcategories. Every year, the judging panel selects Bronze, Silver, and Gold Awards from each subcategory and one Platinum Award from each main category. Additionally, one Diamond Award is selected as the overall winner.

◆ Please visit the Pentawards website to view the award-winning works:

<https://pentawards.com/directory/en/page/the-winners>

About Toyo Seikan Group Holdings, Ltd.

Toyo Seikan Group Holdings, Ltd. is a world-class comprehensive packaging manufacturer that delivers a variety of packaging containers using materials such as metal, plastic, paper, and glass. In our Long-Term Management Vision 2050, "The Future, Wrapped for All," we set a goal to go beyond our traditional field of packaging, aiming to become a corporate group that creates new value that changes society. Founded in 1917, Toyo Seikan Group Holdings, Ltd. conducts business on a global scale, with 44 group companies in Japan and 47 overseas, and currently employs a multinational workforce of 20,000 people. For more information, please visit <https://www.tskg-hd.com/en>.

For inquiries about this press release, please contact

Nakanori / Takada / Kakimoto
Corporate Communication Group
Sustainability Department
Toyo Seikan Group Holdings, Ltd.
(Email) tskg_contact@tskg-hd.com