

SPECIAL ISSUE

Newsweek INTERNATIONAL

Elon Musk:
THE THOMAS
EDISON OF THE
DIGITAL
AGE

AMERICA'S GREATEST

DISRUPTORS

FIFTY VISIONARIES, INNOVATORS
AND PIONEERS WHO ARE TRANSFORMING THE WORLD
THROUGH TECHNOLOGY

2 4 1 2 2 0 2 1

ISSN 2052-1081



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2021.12.24 Newsweek

PACRAFT'S rebrand pointing to a more sustainable future

To mark its 61st anniversary, PACRAFT has undergone a noteworthy rebrand. Formerly Toyo Jidoki, PACRAFT wanted to integrate a new image which reflected a mindset and culture for future growth both inside and outside the company.



"Moving forward, we see a trend of reduced plastic product use worldwide and using materials that are more easily recyclable."

Akiyoshi Kitamura,
President,
PACRAFT Co., Ltd.

Since its inception in 1960, PACRAFT has strived to apply advanced technologies to build pouch fill/sealing machines and automated systems to meet the diverse needs of its customers, all while never losing sight of one of its core philosophies: once a client, always a client.



Pouch packaging

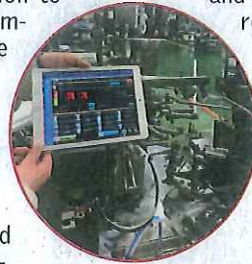
PACRAFT's customers have become familiarized with looking to the company to solve their problems and produce creative solutions. PACRAFT's unmatched attention to detail assures customers that its durable and high-performing equipment can be used for the maximum length of time.

One increasingly more desired need expressed by PACRAFT's range of customers is IoT compatibility. PACRAFT is therefore always happy to deliver. The company

adds IoT systems to manage data, to keep consistent production and engineer service history on customer IoT systems as well as connectivity between the machines and the factory, so that data from all equipment can be compiled and that the site is fully connected.

PACRAFT is also fully fixated on a sustainable future for everyone. The company boasts pouch refills that are energy efficient and use a fraction of the resources required by rigid containers. PACRAFT's product portfolio and current R+D reflect one of its most important focuses: sustainability for the environment.

Rebranding the company has become a preface for what lies ahead for this forward-thinking and ambitious company. With



Automation controls

a target to be the best-known supplier of pouch packaging equipment worldwide, PACRAFT incorporates important technological advances with an emphasis on sustainability while



Pack Expo

always following the company's core mantra: the sale of a product marks the start of a long relationship with the customer.

PACRAFT
PACKAGING FOR YOU
<https://pacraft-global.com/en>

Innovation to put smiles on faces



Tufting machine

Behind every great smile is a great toothbrush, and people from all walks of life are focusing on their dental hygiene more than ever. Yamato Esulon offers its partners the opportunity to sell the most innovative dental products with the assurances and know-how that 90 years of experience in the business brings.

As an OEM, the company prides itself on its ability to tailor its industry-standard machinery to meet the needs of its business partners, working to strict deadlines, and preventing

leaks of company information. As President Toshiharu Matsushita says: "Our ability to deliver on our promises is what builds trust with our customers."

This trust has enabled Yamato Esulon to produce tooth-

customers across the globe. Indeed, Yamato Esulon has expanded its production to a factory in Thailand, where its Japanese employees work with the local team to ensure its high standards are main-



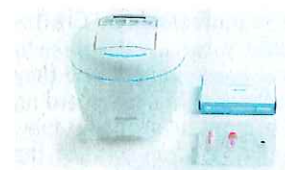
Supporting for **365** days

Oral Care Products
OEM Top Company

brushes for electronic giants such as Panasonic, and the company is proud of its history of renewed orders from

tained whilst adapting to the local market.

As a small producer, the company understands its ability to



orcoa (PCR test device)

innovate is key to its growth, and this is best illustrated by its expansion into the development of a PCR test for gingivitis. Six years of development with a specialist manufacturer has enabled Yamato Esulon to create a product which allows dentists themselves to analyze their patients' oral health in 45 minutes, rather than sending the samples to specialist laboratories and waiting for results.

Continuing this diversification, the company is developing its unique tufting head part for toothbrushes, making the head extremely streamlined, which it plans to launch as its own product rather than as an OEM.

www.yamato-esulon.co.jp/english