

Recycling Together

Japanese recycling pioneer JIT aims to replicate its leading collection system in new markets.



The push to improve recycling is expanding into many areas, and one Japanese company believes it may have found the key to making it work. One of the biggest hurdles to ensuring a high recycling rate is having the right infrastructure in place—from collection and transportation to sorting and processing. Take, for example, the humble printer ink cartridge, used in homes and offices worldwide. Japanese firm JIT, based in rural Yamanashi Prefecture, has set a strong example by collecting over 25 million units per year from more than 26,000 collection locations. Taking its name from the famed “just-in-time” inventory management system, JIT is addressing the 40% of ink cartridges that currently don’t make it to recycling. The company is also adapting its successful Japanese business model for the Indian market. “Our India business has now successfully installed collection boxes in a range of schools. However, we have still not achieved a satisfactory recycling rate,” said President Kotaro Ishizaka. Recycling and corporate responsibility go hand in hand for Ishizaka, who is committed to supporting workers with disabilities through his organization, *Taiyo* (meaning “sun”). “Taiyo operates various employment support programs for people with disabilities, providing opportunities for meaningful work. In Yamanashi alone, we have over 45,000 people with disabilities that we wish to support. We hope to create a warm and welcoming environment—like the sun, hence the name—where everyone can live vibrantly with a smile,” Ishizaka said. In its future pipeline, JIT plans to increase revenue by \$33 million (5 billion yen) by the end of the decade, with expansion into the B2B market as a key driver. “We also hope to soon open a further global base in Singapore, strengthening our overseas operations,” Ishizaka said.

