

Creating Customer Value by Improving R&D, Production Capacity, and Environmental Response

Pigeon Completes New Skincare Product Plant in Fuji, Shizuoka

New Pigeon Home Products' Plant to Begin Operations on September 4, 2023

Pigeon Home Products (Headquarters: Shizuoka; President: Ichiro Yahagi), a company in the Pigeon (Headquarters: Tokyo; President and CEO: Norimasa Kitazawa) Group that manufactures skincare products, an important product category for the Group, today announced the completion of a new manufacturing plant in Fuji, Shizuoka, that will combine the functions of its previous Plant 1 and Plant 2. By bolstering Pigeon Home Products' R&D and production capacity and reducing its impact on the environment, the plant will create new customer value through new skincare products. The plant is scheduled to begin operation on Monday, September 4, 2023.



Exterior view of the new Pigeon Home Products plant

Effects of the New Plant

① Improved R&D capabilities

The new plant will have expanded R&D facilities on-site employing additional R&D staff, allowing Pigeon Home Products to develop and produce even better products for customers.

② Improved profits due to higher production efficiency

By combining the functions of the company's two existing plants, the new plant will raise production efficiency and contribute to improving the Group's profits.


③ Reduced environmental impact

The plant's improved production processes and use of renewable energy sources will reduce water resource usage by up to 30% and CO₂ emissions by up to 40% compared to previous figures. Under the Pigeon Green Action Plan, Pigeon continues to aim to achieve de-carbonization, a circular society, and coexistence with nature, striving to reduce its environmental burden.

④ Community interactions

The new plant will be more than just a production facility. Designed to be open to the local community, it will also serve as a venue for interactions between citizens and local government, with plant tours generally available (reservations required). Participatory experiences will also be offered, allowing visitors to enjoy learning about parenting and skincare. Tours are planned to start in November 2023.

Pigeon Home Products: New Plant Overview

Address	3885-10 Obuchi, Fuji, Shizuoka, 〒417-0801
Size	Grounds: 30,036.39 m ² Total floor: 13,082.75 m ²
Investment	Around ¥7.5 billion
Products manufactured	213 products in all (Nursing bottle detergent, medicinal lotion, baby lotion, baby soap, etc.) 
Maximum production capacity	Approximately 45 million items per year (230% previous capacity)
Start of operations (scheduled)	Monday, September 4, 2023



At the completion ceremony held August 4

About Pigeon Home Products

Pigeon Home Products was founded in 1975 and plays a key role in manufacturing skincare products, one of the Pigeon Group's key product categories. This new plant will allow Pigeon Home Products to continue manufacturing products designed to suit babies' sensitive skin while making use of the integrated product development division alongside the production floor to bolster its R&D efforts, including research on infant skin, and strive to create products with even greater added value.

■Pigeon Home Products website: <https://www.pigeonhomeproducts.com/>