

senior high schools. I think dancing is very good for education. For myself, I want to live as a dance for a long time.

I: Please give a message to high school students.

M: I want them to be very active for their favorite things.

Mame was born in Sapporo on March 3 in 1984. For his details, see the King Project's website.



[www.who-is-king.com](http://www.who-is-king.com)

## Eco-Meishi (Ecological Business Card)

Your business cards bring environmental protection!

**Nisshindou Insatsu**

**(Nisshindou Printing Co., Ltd.)**



Mr. Shinya Abe

Nisshindou Printing is a small company in Sapporo. But, when it comes to their products, they are enough to astonish anyone. Their main product is a series of business cards; if you are a business man, you probably use such cards almost every day.

The business cards produced by Nisshindou Printing are made of unique materials. For example, the most popular material is recycled plastic bottles. This is used to make a thin plastic business card. In Japan, around 600,000 tons of plastic are used to make plastic bottles in one year. Of course, it is not paper so it is very strong and impossible to tear.

Apart from plastic, Nisshindou deals with papers which contain a mix of other materials. Two popular ones are the Banana Business Card that contains banana tree stem, and the Kenaf Business Card

### “The Corn Business Card”

In Odori park in Sapporo, there are many wagons that sell grilled corn and boiled corn. Those wagons are Sapporo's one of local specialties. The Corn Business Card (in which the skin of the corn is mixed into the



とうきびの皮25%使用  
この名刺はさっぽろ大通公園の「とうきびワゴン」のとうきびの皮25%を使用しております。

paper) is especially popular among citizens of Sapporo.

that is made of paper mixed with the kenaf plant. Kenaf is a plant that grows very quickly, and it is being considered as a substitute for wood pulp.

Moreover, Nisshindou deals with unique mate-

rials such as corn skin, sail canvas, reed, sustainably harvested wood, milk cartons, magazines, straw, bamboo, and cherry tree wood.

### Interview with Mr. Shinya Abe, the president of Nisshindou Printing

Interviewer (I): How did you get the idea of making ecological business cards?

Shinya Abe (S.A.): In 2001, I was asked by one major beverage maker to use recycled plastic bottles as a material for their business cards. I could not find such material easily in those days. Finally, I discovered a factory that recycles plastic bottles in Shiga Prefecture.

I: Then, did you successfully make business cards with that material?

S.A: No. It was impossible for us to print on the material with normal printing technology. Eventually we succeeded in printing on it by purchasing a specially made machine for our exclusive use.

I: What about the process to increase the use of other materials in the series?

S.A: In 2007, the price of recycled plastic bottles increased greatly. To replace this material, I started to look for other ecological materials to mix into paper. Then we started to deal with ecological material mainly. We have 15 types of ecologi-



cal business card in our series at present.

I: So your company contributes to society?

S.A: Yes. The other aspect of our contribution is making donations to various activities and organizations for social welfare and environmental protection.. We give them 1 yen for 1 business card. So, if we make 100 business cards, it means we give 100 yen to charity. Our ultimate aim is the building of an affluent global society. As for the Banana Business Card, it brings employment to the region where the banana is planted. By using our Ecological Business Cards, affluence is increased globally.

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有限会社ジャストイングリッシュプレス 〒060-0806 札幌市北区北6条西6丁目第一山崎ビル3F 電話: 011-807-7203

Just English Press Ltd.  
Daiichi Yamazaki Building  
3rd Floor,  
Nishi 6-chome Kita 6-jo,  
Kita-ku, Sapporo-shi,  
Hokkaido, Japan

Tel 011-807-7203  
Fax 011-788-2041  
info@justenglishpress.com  
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