

*For Immediate Release*

Thursday 28<sup>th</sup> July, 2016

## **Futamura hosts official opening ceremony with a traditional Japanese Kagami Biraki**

UK – July 28, 2016 – Futamura, a privately-owned Japanese manufacturer of cellulose and polymeric films for the packaging market, held its official opening ceremony at its Wigton site in Cumbria on Monday 25<sup>th</sup> July.

The ceremony involved a ribbon cutting, performed by the Lord Lieutenant of Cumbria and the honorary consul for the Japanese Embassy in Manchester. Company President, Yasuo Nagae, unveiled a commemorative plaque, before General Manager Keith Fell, the Lord Lieutenant of Cumbria, the Honorary Consul for the Japanese Embassy, company President Yasuo Nagae and R&D Director Nobuyoshi Goto performed a traditional Kagami Biraki.

In Japanese culture the origin of the Kagami Biraki ceremony dates back more than 300 years, to when the fourth Shogun Tokugawa Letsuna celebrated the beginning of a battle by breaking a mirror (kagami) and dancing a battle dance with other war lords in front of his ancestors' armour. It is traditionally held on open days, weddings and other celebrations.

Keith Fell, General Manager for Futamura Europe, said; "It has been really interesting to officially open the business with a combination of our cultural traditions. We have our ribbon cutting and commemorative plaque, while the Japanese Kagami Biraki has been a fascinating introduction to Japanese culture for us."

There was also an official opening ceremony for Futamura's USA, inc. on Wednesday 27<sup>th</sup> July.

Ends

### **Note to Editor**

*Futamura Chemicals Company Limited is a major producer of plastic and cellulose (NatureFlex™ & Cellophane™) films. Following the acquisition of Innovia Films cellulose business, Futamura has a global footprint with production sites in the UK, USA and Japan. It holds a leading global position in the markets for renewable and compostable packaging films and cellulose casings. Worldwide Futamura employs some 1500 people, with a focus on safety, high quality speciality products, R&D, customer service and ethical, sustainable partnerships.*

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