

The TOPPAN Brand Message

The TOPPAN Group is taking on the challenge of delivering solutions to social issues throughout the world.

The TOPPAN Brand Message expresses concisely the approach that the TOPPAN Group wants to take and the value it wants to provide to society. We launched a rebranding project in 2021 and, in addition to communicating an accurate picture of the TOPPAN Group to society and enhancing the profile and understanding of the TOPPAN brand, we aim to accelerate our reinvention as a company by transforming the culture of our organization and the way our employees think.

突破しよう。
今までの考え方を。
今までのやり方を。

深刻化するフードロス。
拡大する教育格差。
安全安心なまちづくり。
地球規模の環境問題を。
待ったなしの超高齢社会。
かけがえない文化財の保全。
これからのデジタルトランスフォーメーション。

無数の課題が広がる世界、
そのすべてをフィールドに。
未来のずっと先まで、突き抜けよう。

すべてを突破する。
TOPPA!!!
TOPPAN

Let's break away from conventional thinking and conventional approaches.

Reducing food waste.
Addressing educational inequality.
Creating safe communities.
Tackling global environmental problems.
Supporting super-aging societies.
Preserving cultural heritage.
Driving digital transformation.

With the world's countless challenges in our sights, let's push forward, far into the future.

Break through everything.
TOPPA!!!
TOPPAN