

July 12, 2021

Sugi Holdings Co., Ltd

Winners of the Supply Chain Innovation Award 2021

Efforts to reduce waste through open collaboration among Manufacturing, Distribution, and Sales Sectors have been highly evaluated.

SUGI PHARMACY

 **PALTAC**

今日を愛する。
LION

Companies Sugi Holdings Co., Ltd (President and Representative Director: Katsunori Sugiura, HQ: Obu City, Aichi), Lion Corporation (Representative Director, President and Executive Officer: Masazumi Kikukawa, HQ: Sumida-Ku, Tokyo), and PALTAC CORPORATION (President and Representative Director: Seiichi Kasutani, HQ: Chuo-Ku, OSAKA) won the “Grand Prize” of the Supply Chain Innovation Award 2021 for their efforts in “Optimizing Inventory and Reducing Returns through Open Collaboration among the Manufacturing, Distribution and Sales Sectors.” The award ceremony was held at the Manufacturing, Distribution and Sales Sectors*, taking the opportunity of their annual general assembly and forum, on July 9 (Fri.), 2021.



サプライチェーンイノベーション大賞
Supply chain Innovation Award
2021

The Supply Chain Innovation Award is a program under which the council recognizes outstanding companies for their remarkable efforts and execution of leadership in their industries, aiming to optimize the entire supply chain, under the cooperation of the Manufacturing, Distribution and Sales Sectors.

*The Council for the Collaboration between the Manufacturing, Distribution, and Sales Sectors: Through the collaboration between manufacturers (manufacturing), intermediate distributors and wholesalers (distribution), and retailers (sales), it aims to eliminate inefficient operations from every part of the nation’s supply chains and establish a system that creates new value, thereby enhancing industrial competitiveness and contributing to public prosperity. Established in May 2011.

■Outline of Award

In this initiative, Sugi Holdings, Lion, and PALTAC have realized a reduction in returns by optimizing inventory through a “hands-on,” “speedy,” and “open” collaboration system that transcends corporate boundaries to address the issues of “excess inventory” and “returns.”

Specifically, we have achieved inventory optimization and return reduction while expanding sales by sharing information such as new product and product revision/abolition data, sales promotion plan, and delivery quantity

by store at an early stage, and by systematically developing and implementing a solution model for general management operations from the launch to the end of sales.

In the future, we will expand the number of participating companies by launching projects with other wholesalers and manufacturers to open up the solution models we have developed. We will also work to further reduce waste and create new value in the entire supply chain by integrating the channel of Manufacturing, Distribution and Sales Sectors.

Sugi Holdings established a new dedicated department in 2020 to address sales opportunity loss and supply chain waste arising from business practices. Under the framework of manufacturing/distribution/sales collaboration, each company brings its own wisdom to the table and collaborates to “increase sales through collaborative marketing using data,” “optimize the supply chain,” and “develop exclusive products.”

A cross-organizational company is created by thoroughly discussing from what perspective the problem should be solved toward the same purpose if the three different companies are one company.

This year, we are further expanding the number of companies participating in the program, and are broadening our efforts in the areas of Supply Chain Optimization, Collaborative Marketing Promotion, and Customer Base Enhancement.

Going forward, Sugi Holdings will continue to collaborate and co-create with companies, aiming to envision a future filled with smiles, together with all of our stakeholders.

◆ Award Ceremony Held Online

The Supply Chain Innovation Award 2021 ceremony was held online on Friday, July 9, 2021, from the perspective of preventing the spread of the new coronavirus.

【Related information】

• Ministry of Economy, Trade and Industry

<https://www.meti.go.jp/press/2021/07/20210709005/20210709005.html>

[Inquire on this News Release]

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