

**TIMELESS® Chosen for Subscription Packaging for One of Japan's Largest Coffee Sellers,
PostCoffee—Maintaining Coffee Bean Freshness with Environmentally Friendly Packaging**



The TiMELESS® gas control technology (*1), for which Nagase & Co., Ltd. (Chiyoda-ku, Tokyo; Representative Director, President and CEO: Hiroyuki Ueshima) is the sole agent for coffee packaging purposes, has been adopted for use in coffee bean bags by PostCoffee Co. PostCoffee is one of Japan's largest online coffee specialty stores, and also provides a coffee subscription service, PostCoffee Subscription.

Previously, the coffee bean bags used by PostCoffee used a plastic valve to release the carbon dioxide gas emitted by the coffee beans, but with TiMELESS® technology the valve is no longer necessary, and it is possible to maintain the freshness of the coffee beans while being environmentally friendly. TiMELESS® is being used on all the coffee bean bags used for PostCoffee's subscriptions, starting with deliveries in late June, 2024.

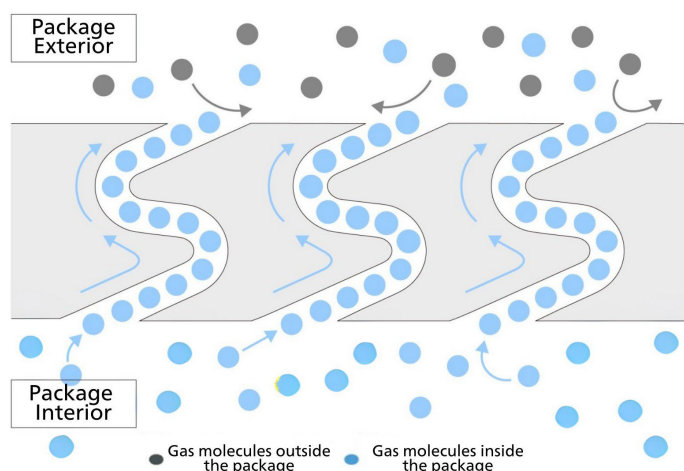
In general, plastic valves are used in coffee packaging to release the carbon dioxide emitted from the beans and prevent the bags from expanding and bursting. The TiMELESS® technology developed by MIB Co., Ltd. creates flow paths for the gas to be released in the seal of the packaging, carrying out gas control for the interior of the packaging. With this technology, the valves are no longer necessary, reducing the environmental burden. Due to valves no longer being necessary, the costs for acquiring and processing these valves are cut, resulting in lower costs for the coffee bean bag, and making it easier to supply bags more quickly and stably due to a reduced number of parts. PostCoffee appreciated the potential for a reduced environmental burden, lower costs, and stable supply, and made the decision to adopt TiMELESS® packaging. There are plans in the future to use TiMELESS® technology not only for coffee packaging, but for fruits, vegetables, and frozen foods.

Leveraging the network it has built in a wide variety of industries over its 190 years of history, the NAGASE Group will solve the manufacturing issues of customers around the world through materials.

*1 About TiMELESS®

TiMELESS® is a gas control technology developed and patented by MIB Co., Ltd. (Shibuya-ku, Tokyo; CEO: Toru Watanabe) applicable to film and paper packaging materials. By creating fine flow paths in the seal of the packaging film to control interior gasses, this technology helps fruits, vegetables and other contents to be kept fresh longer. This technology can help reduce food waste, is environmentally friendly, and is expected to expand globally. Nagase is the sole agent for this technology for coffee packaging.

◆ See [here](#) for an explanation of the TiMELESS® technology (Japanese only)



About PostCoffee

With the vision of “evolving lifestyles,” PostCoffee began its coffee subscription service in February 2020. In April 2022, in collaboration with popular local roasters from Japan and abroad, they launched one of the largest online stores in Japan for delicious coffee. The company is involved in multiple businesses as a platform for delicious coffee. Using technology, they are creating a world in which anyone can easily acquire delicious coffee. They provide services including the PostCoffee Subscription, where after a “coffee diagnosis” coffee matching the customer’s preferences is selected from around 300,000 combinations.

Company Name: PostCoffee Co.

Representative: President Ryo Shimomura (Head office: 1F Suda Building, 4-11-7 Meguro, Meguro-ku, Tokyo)

Established: September 2018

Website: <https://postcoffee.co/>

Instagram: <https://www.instagram.com/postcoffee.co/>

X: https://x.com/postcoffee_co

◆ Inquiries

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