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December 10, 2025
Gunze Limited

In May 2025, Gunze announced its mid-term management plan, "VISION 2030 stage 2," which declares the company's commitment to achieving sustainable business operations that balance "social value" and "economic value." This commitment will build a sustainable business foundation and establish Gunze as a company that will continue to be chosen globally.

To enhance business sustainability, Gunze has declared its commitment to "Achieving Environmentally Friendly Management." Acknowledging that natural capital is the basis of economic activity, Gunze aims to create a sustainable society by coexisting with nature. In this 15th edition, we highlight our initiatives under the theme of "Coexistence with Nature."

Gunze's Founding Philosophy and Participation in the Kyoto Model Forest Movement

Gunze's founding philosophy is based on respecting people and producing high-quality products to achieve mutual prosperity with all surrounding stakeholders.

Founded in 1896 in Ikaruga District, Kyoto (now, Ayabe City), Gunze Silk (the predecessor of Gunze) was established to promote the local sericulture industry and achieve mutual prosperity among stakeholders. From the beginning, Gunze has pursued not only corporate profit, but also the development of local communities and the happiness of their people.

Carrying this founding Philosophy into the modern era, Gunze has been an active participant in the Kyoto Model Forest Movement since 2010. This initiative promotes sustainable forest management and community development.

Through these activities, the company seeks to preserve Ayabe's rich natural environment for future generations and foster awareness of forest conservation among volunteers inside and outside the company.

Even 129 years after its founding, Gunze remains committed to placing "coexistence between people and nature" at the heart of its corporate philosophy. Rooted in this philosophy, Gunze remains committed to supporting local communities by protecting and nurturing forests to build a sustainable future for generations to come.

Participate in the Kyoto Model Forest Movement

The Kyoto Model Forest Movement, established in 2005, was the first prefecture-wide initiative of its kind in Japan. The Kyoto Model Forest Association was formed the following year to coordinate partnerships among companies, non-profit organizations, schools, and local residents to promote forest conservation and sustainable use.

In 2010, Gunze signed an "Agreement on Forest Utilization and Conservation" with the association and has since conducted 54 volunteer activities, engaging 1,082 employees and their families. These initiatives help absorb CO₂, conserve biodiversity, recycle local resources, and strengthen community ties.



Mr. Kumagai

Gunze, Public & Investor Relations

Procurement of Ginkgo Trees to Protect the Midosuji Ginkgo Avenue

In September 2018, Typhoon No. 21 inflicted severe damage on the Osaka's iconic Midosuji Ginkgo Avenue. The disaster served as a powerful reminder of the importance of safeguarding this historical landscape—a symbol of modern Osaka—for future generations. Gunze, a company with a long history in green business development, sought ways to contribute using its own technologies and expertise. Having previously provided clothing and relief supplies to disaster-stricken areas, we asked ourselves: "Could we support society by preserving the ginkgo trees?"

On December 10, 2019, Gunze signed an agreement with the City of Osaka to supply ginkgo trees for Midosuji, turning this idea into action. The agreement established a framework to provide ongoing support for the avenue's preservation. Based on requests from the city, we began supplying trees free of charge in 2022 and have since provided a total of 58 ginkgo trees.

However, the number of ginkgo trees in Japan has been declining year after year, making it increasingly difficult to secure a stable supply of high-quality trees. Looking ahead, Gunze is taking steps to ensure a sustainable supply. Drawing on our rapid-response capabilities developed through past disaster relief efforts and our extensive experience in the green industry, we aim to help preserve Midosuji's beautiful landscape for generations to come.



Ginkgo trees are thriving on Midosuji



Ginkgo trees are awaiting shipment in the nursery.

Reliable Procurement to Sustain the Midosuji Ginkgo Trees

The Midosuji Ginkgo Avenue is a symbol of Osaka itself. Our reliable tree procurement capabilities are the foundation of this enduring landscape. To maintain the avenue's beauty, we select trees that are uniformly shaped, healthy, and free of pests and diseases. Since Midosuji requires trees with straight trunks that gracefully rise toward the sky, we carefully select candidates from production areas across Japan. We have cultivated strong partnerships with growers in Tochigi and Ibaraki, prefectures with fertile soil and favorable growing conditions. These trusted relationships help ensure a stable supply, even amid nationwide production declines and labor shortages. Our dedicated staff personally inspect and hand-select each tree, demonstrating our commitment to quality. This meticulous process is what gives the Midosuji tree-lined streetscape its harmonious beauty.

We plant during the winter, when ginkgo trees are dormant. To minimize stress during transport and transplantation, we carefully and precisely adjust the size of the root balls.

Furthermore, by leveraging Gunze's nationwide network, we source trees from regions best suited to each species—deciduous trees from the Kanto region and evergreens from Kyushu—ensuring the right tree is planted in the right place. By doing so, we continue to contribute to urban greening and the creation of landscapes that enrich daily life.



Mr. Aburaya
Manager, Gunze Green

Support the Forest of Tranquility at the Osaka-Kansai Expo

The Forest of Tranquility at the Osaka-Kansai Expo symbolizes the value of life and harmony with nature. Trees such as Japanese holly, originally slated for thinning in the Expo '70 Memorial Park in Suita City, were transplanted to create this forest—earning it the nickname “Relay of Life.”

To support this initiative, Gunze developed the planting pot JMASTER™, made with specially processed nonwoven fabric that protects roots during transplantation and encourages healthy growth. Drawing on Gunze’s expertise as a fiber manufacturer, the pot uses environmentally conscious materials such as recycled plastics and biomass.

Designed for reuse or recycling, JMASTER™ also offers excellent air permeability and water retention, providing an optimal environment for trees to thrive. After the Expo, entire pots can be replanted, allowing the forest to live on—embodying a circular design that passes life to the next generation.

This initiative expresses Gunze’s founding philosophy of coexistence with people and nature in a modern form. More than a planting tool, JMASTER™ quietly supports the “baton of life” carried forward by the Forest of Tranquility.



Transplanting Japanese holly trees from Expo Memorial Park using JMASTER planting pots



Osaka-Kansai Expo "Forest of Tranquility"

Develop the "JMASTER™" planting pot

Launched in 1991, the “JMASTER” was developed as a planting pot made from specially processed non-woven fabric to reduce root damage when transplanting large fruit-tree seedlings. At the time, many orchards were aging, raising concerns about declining quality and yields, and there was strong demand for new seedling-cultivation methods that could speed up orchard establishment. Drawing on technology from the Threads and Accessories Division, we created a nursery pot that enables large seedlings to be cultivated off-site and transplanted at their optimal growth stage.

The pot includes several features that promote healthy root development: high water permeability to reduce watering labor, a structure that gently compresses roots to encourage callus formation, and a textured surface that prevents root binding. We also emphasized usability in the field by incorporating self-supporting materials and a root-blocking bottom that makes removal easy.

We are proud that the “JMASTER” was selected for use in creating the Forest of Tranquility at the Osaka-Kansai Expo.



Mr. Takahashi

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