

Press Release
2026.1 | 1/5

Morita Corporation

3-2-17 Chuo 2-jo, Shiroishi-ku, Sapporo-shi, Hokkaido 003-0012 | tel 011-831-1151



Circular Design Brand “Paper For Paper” Born from Sapporo’s Paper Processing Technology New Products to Be Unveiled at Maison & Objet Paris

MORITA Co., Ltd. (Headquarters: Sapporo, Hokkaido; President: Atsuhiro Kondo) will present new products from its product brand P4P (Paper for Paper) at Maison & Objet Paris, held in Paris, France from January 15 (Thu) to January 19 (Mon), 2026.

Using a unique paperboard material and MORITA's proprietary V-cut processing technology, the company continues to explore new possibilities for paper as a structural material.

Backed by advanced design and precision manufacturing, P4P creates products that combine structural beauty and strength while remaining lightweight. These designs align with modern digital tools and contemporary lifestyles.

What is V-Cut Paper?

MORITA's core technology is the proprietary V-cut, developed through years of expertise in paperboard processing. V-cut is a technique in which a V-shaped groove is precisely cut into paperboard approximately 2mm thick. This allows paper to achieve sharp, seamless edges similar to wooden boxes. Unlike conventional paper packaging, this technique ensures linear precision, structural accuracy, and durability. V-cut combines structural beauty, durability, and the lightness unique to paper. It has been highly praised by luxury wine, sake, and confectionery brands both in Japan and overseas.

Maison & Objet Paris

- Dates : Jan.15 (Thu) to Jan. 19 (Mon), 2026
- Booth : GIFT & PLAY / Hall 7 / M42
- URL : <https://www.maison-objet.com/en/paris>



For inquiries
regarding this release ▶

For media inquiries, image requests,
or any questions, please feel free to
contact us.

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ABOUT P4P

P4P (Paper for Paper) is a new paper product brand created using Japanese paperboard. Based in Sapporo, Hokkaido, the brand was born from the craftsmanship of MORITA Co., Ltd., a long established design packaging manufacturer that has produced luxury packaging for wine, confectionery, cosmetics, and other premium brands domestically and internationally.

P4P focuses on the presence of paper in our everyday lives—books, notebooks, banknotes, documents, tissue, and kitchen paper. Its concept is to create “paper that supports paper.” Under the concept P4P = Paper for Paper, the brand combines sharp three-dimensional forms with colorful CMF (Color, Material, Finish), creating new landscapes of paper in daily life. Products such as tissue boxes, lighting, and tables reflect precise structural engineering made possible by thick paperboard and advanced processing techniques.

The core material includes recycled paperboard made from milk cartons and beverage cartons. The production also utilizes leftover materials from packaging processes and sheets remaining after foil stamping, forming a circular manufacturing approach.

P4P proposes a new value of paper—where design and circularity coexist.

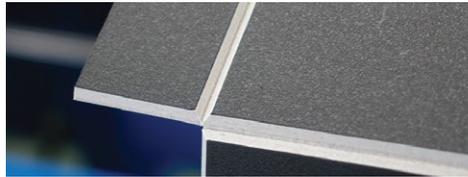


Technologies Supporting the Brand



Thick Paperboard (2–3mm)

MORITA primarily works with 2–3mm thick paperboard, rarely used in conventional paper packaging. This thickness provides presence and rigidity similar to wooden products, adding weight and dignity suitable for high-value goods.



Sharp Structural Beauty of V-Cut

By precisely carving the interior of paperboard with a V-shaped blade, MORITA achieves sharp angles up to 60 degrees and seamless box structures. This creates packaging that feels like woodworking or furniture, with high precision and no visible joints.



High-Precision Cutting Machines

Large, high-precision cutting machines allow paperboard to be cut with sub-millimeter accuracy. Smooth and uniform edges directly support the beauty and finish of the final product.



Foil Stamping with Flexible Expression

Beyond standard gold and silver, MORITA also offers special finishes such as copper. Combined with three-dimensional structures, this creates packaging that leaves a strong visual and tactile impression.



Craftsmanship in Assembly

Final assembly processes—including gluing and folding—are completed by skilled craftsmen. These steps require precision adjustments and expertise that machines alone cannot replicate.

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Product Lineup



Utchi
Tissue Box
W270xD160xH100



Kohli
Tape Dispenser
W125xD56xH112



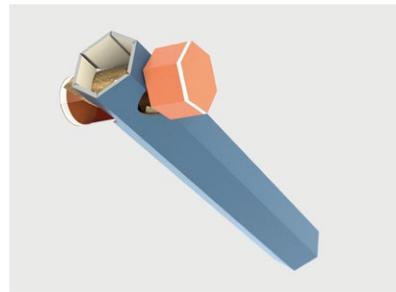
Liuhyo
Paper Block
SET | W130xD100xH118
BLOCK S | W130xD100xH27
BLOCK L | W130xD100xH65



Card Case
Business Card Case
W97xD64xH22



Kamibako
Shoulder Bag
W242xD70xH140



Tsulala
Kaleidoscope
W235xD72xH38



Niseco
Table Lamp
W218xD88xH230



Toki
Perpetual Calendar
W188xD90xH90



Jikan
Table Clock
W90xD39xH90



Cumi
Bedside Table
W452xD345xH452

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New Items



Jikan
Table Clock

W90xD39xH90
Material: Paper, Quartz
movement (Metal, Resin)



Except for the movement, this table clock is made entirely of paper. The cover protects the hands without affecting readability. When folded, it functions as a stand, allowing the dial to tilt. Equipped with a quartz movement.



Card Case
Business Card Case

W97xD64xH22
Material: Paper, Magnet



A simple paper card case with a magnetic flap. Compact yet capable of holding approximately 30 business cards. Despite being made of paper, it is durable and water resistant thanks to a protective surface film.



※ 展示イメージ



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Morita Corporation

Founded in 1932 in Sapporo, Hokkaido, MORITA is a paper packaging manufacturer specializing in custom-made paper boxes. The company produces over 1,000 types of paper boxes annually for sake, confectionery, cosmetics, and other premium brands. Through collaborations with designers, exhibitions such as "HAKOMART," and original product development, MORITA has gained nationwide recognition as "Sapporo's design-forward box maker." The company has also expanded overseas through international exhibitions and global packaging development for Japanese brands. In 2024, MORITA was certified as a "SAPPORO NEXT LEADING" company.



Exhibition History

Since 2014, we have actively participated in domestic exhibitions. Starting in 2023, we began exhibiting at overseas trade shows.

- 2014 Tokyo International Gift Show LIFE & DESIGN
- 2015 Tokyo International Gift Show LIFE & DESIGN
- 2016 Tokyo International Gift Show LIFE & DESIGN
- 2017 Tokyo International Gift Show LIFE & DESIGN
- 2018 Tokyo International Gift Show LIFE & DESIGN
- 2019 Tokyo International Gift Show LIFE & DESIGN
- 2020 Tokyo International Gift Show LIFE & DESIGN
- 2022 Tokyo International Gift Show LIFE & DESIGN
- 2023 Tokyo International Gift Show LIFE & DESIGN Exhibition
Paper Expo in Tokyo
MONO JAPAN (Netherlands)
- 2024 Tokyo International Gift Show LIFE & DESIGN Exhibition
Paper Expo in Tokyo
- 2024 MONO JAPAN (Netherlands)
- 2025 Maison & Objet Paris
Tokyo International Gift Show LIFE & DESIGN

Events Held

Box Design Exhibition HAKOMART September 2012–September 2016 Held annually
Takeo Sample Book at Itoya "Paper Boxes That Delight the Heart - Box Design
Exhibition HAKOMART" July 2017 (Ginza Itoya)

Media Appearances

NHK SAPPORO NEXT LEADING (Official Sapporo City Publication)
Featured interview with the representative.
Bookstore Navi
Featured long interview with President Kondo.
Forbes JAPAN
Featured as a corporate case study.
MONO JAPAN (Netherlands)
Coverage and interview requests focused on overseas expansion following our exhibition participation.

Brand Design Direction

Takumi Shimamura, Qurz Inc.
Product Designer



Handles a wide range of designs from PDAs to cars, buses, architecture, and furniture.

The thinned timber design "monacca" achieved success in the global market through sales at MoMA (Museum of Modern Art, New York) and active participation in design exhibitions worldwide. Recipient of numerous Good Design Awards. Recipient of the ELLE DECOR Award at the Interior Lifestyle Exhibition and the Japan Design Consultant Award at the Interior Lifestyle Exhibition. Serves as a judge for the WOOD DESIGN AWARD and the iF DESIGN AWARD.

Company Overview

Morita Corporation

- President and CEO: Atsushi Kondo
- Location: 3-2-17 Chuo 2-jo, Shiroishi-ku, Sapporo-shi, Hokkaido 003-0012
- TEL : 011-831-1151 ■ FAX : 011-812-2020
- Business Activities: Planning, manufacturing, and sales of paper containers (paper box packaging) and paper products
- URL : <https://www.hakop.jp/>

MORITA

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