



CO-OP CLEAN Co., Ltd.
Company Information

We deliver products that carry the hopes and voices of CO-OP members and support everyday living.

CO-OP CLEAN Co., Ltd. was established in 1978 in response to co-op members' desire for better detergents, with investment from the Japanese Consumers' Co-operative Union and Asahi Denka Kogyo Co., Ltd. (now ADEKA Corporation).

Today, we operate as a factory-less manufacturer, handling everything from formulation research and development of CO-OP detergents to procurement of raw materials, production ordering, production control, logistics and inventory management, quality assurance, and sales administration.

Guided by the co-op philosophy of providing safe and reliable products with consideration for the environment, we plan and develop items that support the everyday lives of members nationwide, which we consider our essential mission.



General Affairs Group

General affairs and accounting operations

Customer Consultation Office

Handles product-related inquiries from individual co-op members, member co-ops, and the Japanese Consumers' Co-operative Union

Sales Department

Sales Group

Promotes product sales and creates sales promotion tools

Product Planning Group

Plans and develops products and conducts marketing activities

R&D Department

R&D Group

Conducts formulation research and develops manufacturing methods

Production Department

Purchasing Group

Selects raw materials and contract manufacturing plants and manages procurement

Engineering Group

Transfers manufacturing to contract plants and manages quality at factories

CX Cargo Co., Ltd., CO-OP CLEAN Resident Office

Handles supply forecasting, production ordering, inventory control, and logistics management



Corporate Philosophy

We take full responsibility for every stage, from research and development of product performance and form to production and supply.

We produce products that genuinely meet consumer needs and work to promote their widespread use.

Through the supply of detergents and related products, we contribute to the development of the co-op movement across Japan.

Business Quality Policy

1. We implement quality control that ensures product safety and provide products that members can use with confidence.
2. We develop, improve, and provide products that are useful in members' daily lives and meet their needs.
3. We remain mindful of our social role as a leading developer of environmentally friendly detergents, develop cutting-edge eco-conscious products, and propose them to members.
4. We manage products so that we can routinely respond appropriately to customers' quantity requirements and prevent stockouts and excess inventory.
5. As an independently managed corporation, we fulfill our responsibilities to employees and shareholders and pursue stable, forward-looking management.

Company Profile

Established May 1, 1978

Capital ¥80 million

Shareholders

Japanese Consumers' Co-operative Union: 53.13%
ADEKA Corporation: 46.87%

Sales ¥4.454 billion (as of March 2025)

Address 1-17-18 Nishiki-cho, Warabi City, Saitama

Number of Employees

41 employees (as of March 2025)

President and Representative Director:

Hidetaka Yamada

Business Description Research and development, contract production management, and sales of CO-OP brand detergents, soaps, cosmetics, and quasi-drugs for the Japanese Consumers' Co-operative Union.

Major Business Partners

■ Sales Destination

Japanese Consumers' Co-operative Union

■ Main Raw Material Suppliers (Ingredients)

ADEKA Corporation, SODA NIKKA CO., LTD., LION SPECIALTY CHEMICALS CO., LTD., Toyota Tsusho Corporation, Nagase & Co., Ltd., Kao Corporation, M IYOSHI OIL & FAT CO., LTD., Marubeni Chemix Corporation

■ Main Raw Material Suppliers (Packaging)

TOPPAN Inc., Dai Nippon Printing Co., Ltd., YOSHINOKOGYOSHO CO., LTD.

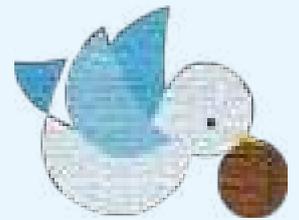
■ Contract Manufacturers

NS FaFa Japan Co., Ltd., NIHON DETERGENT MFG.CO., LTD., Phoenix Co., Ltd., Mitsuei Chemical Co., Ltd., Lion Chemical Co., Ltd., DAIICHISEKKEN Co., Ltd., Riken Alumite Industry Co., LTD., PAOS INDUSTRIES SDN. BHD.

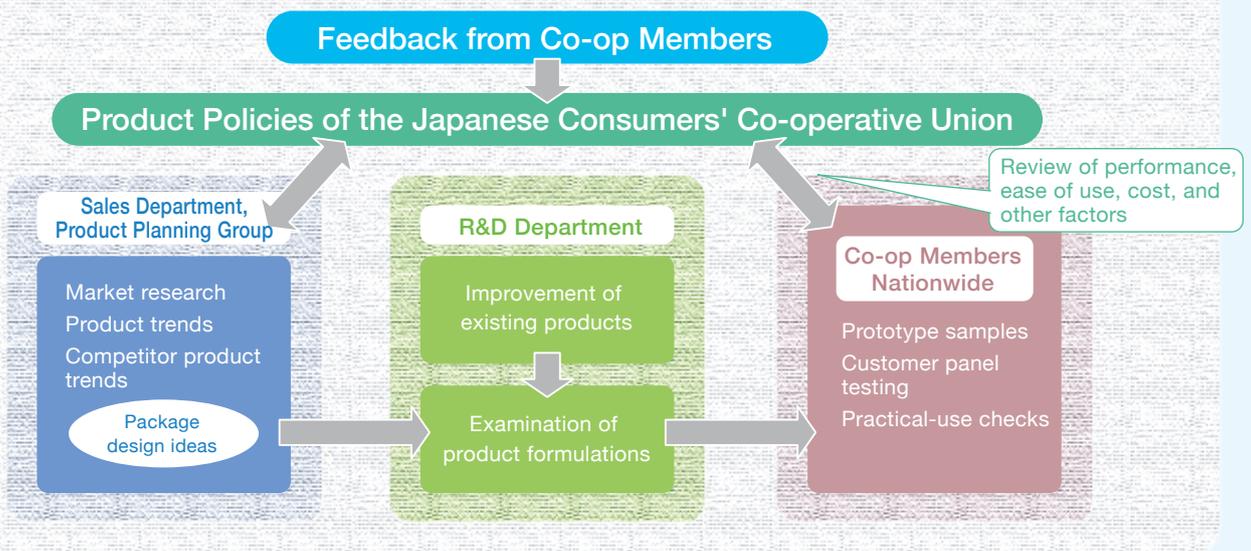
Product Development that Meets CO-OP Members' Needs

CO-OP detergents originated in response to river pollution from factory and household wastewater, which became a major social issue in the 1960s. Sefter was developed with the idea of "protecting the environment with co-op detergents," using plant-based palm oil as its main ingredient to reduce the burden on aquatic environments.

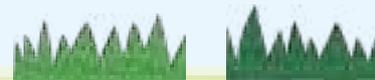
Since the birth of Sefter, we have valued "responding to the diverse needs of members and protecting the environment" and have continued to develop a wide range of products. Each department holds detailed discussions and repeatedly examines formulations, maintaining a strict commitment to quality throughout the entire process leading up to product launch.



How We Develop Products that Reflect Our Members' Wishes



See the full list of
CO-OP CLEAN Co., Ltd.
products here.



Environmental Initiatives



What Co-ops Can Do to Help Build a Sustainable Society

To protect the global environment and help create a sustainable society, CO-OP CLEAN Co., Ltd. promotes "CO-OP Ethical" shopping that leads to our shoppers' smiles.

We will continue to keep environmental issues firmly in mind and work through our business to address challenges related to achieving a sustainable society, including the SDGs.

SDGs

The Sustainable Development Goals adopted at the UN Summit in September 2015, which UN member states aim to achieve over the 15-year period from 2016 to 2030.

Supporting Sustainable Palm Oil Production

Social Issues in Palm Oil Producing Regions

In Malaysia and Indonesia, where palm oil used in CO-OP detergents is produced, uncontrolled development of palm plantations has led to environmental destruction, changes to the ecosystem, land conflicts, and deteriorating working conditions, all of which have become serious social issues.

Purchasing RSPO-Certified Palm Oil to Help Address the Issues

RSPO was established to help solve these problems. CO-OP Clean Co., Ltd. since 2006 and the Japanese Consumers' Co-operative Union since 2017, have joined RSPO and support the spread and procurement of RSPO-certified palm oil.

RSPO
(Roundtable on Sustainable Palm Oil)

The Roundtable on Sustainable Palm Oil is a non-profit organization that aims to ensure production, refining, distribution, and consumption of sustainable palm oil.



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Reducing Environmental Impact from Production to Disposal



CO-OP detergents promote the use of recycled materials and the spread of refill containers to help reduce waste.

Eco Mark

The Eco Mark is a certification given to products that help protect the environment throughout their entire life cycle, from manufacturing and distribution through to disposal.



Supporting Small-Scale Palm Farmers in Indonesia

CO-OP Detergent Environmental Donation Campaign

In Indonesia, one of the major oil palm producing regions, forests with high conservation value are being cleared, leading to serious deforestation. WWF Japan, a global environmental conservation organization, is working on projects to improve productivity and prevent unnecessary forest loss. The Japanese Consumers' Co-operative Union supports these activities through the CO-OP Detergent Environmental Donation Campaign.



What is the CO-OP Detergent Environmental Campaign?

Purchase one eligible product → For each product purchased, 0.5 yen* is donated to WWF Japan.

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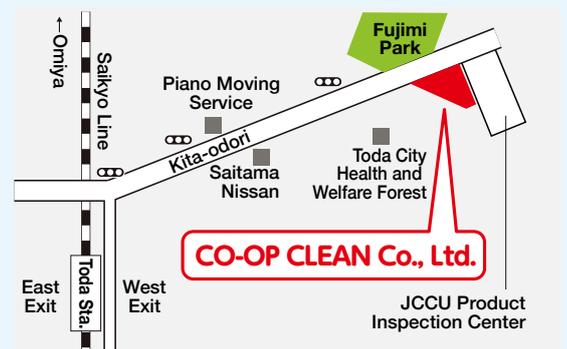
This helps fund activities that support sustainable palm oil production and related initiatives.

Palm oil is used throughout the CO-OP detergent product lineup. The development of palm plantations for this raw material is a major cause of tropical rainforest loss. Using a portion of detergent sales, the co-op works together with WWF Japan to support production areas so that small-scale, low-productivity palm farmers can achieve sustainable production without clearing forests.

*WWF Japan is the Japan office of the World Wide Fund for Nature.

Company History

- 1978** Established a joint venture between the Japanese Consumers' Co-operative Union and Asahi Denka Kogyo Co., Ltd. (now ADEKA Corporation) to develop a new detergent based on sugar esters and to conduct manufacturing and quality control in-house.
- 1979** Launched CO-OP CLEAN, a phosphate-free composite soap formulated with sugar esters and potassium soap, using zeolite as an auxiliary agent.
- 1982** Converted Sefter, a high-alcohol-based detergent, to a phosphate-free formula and switched its higher alcohol base from synthetic to natural palm oil.
- 1983** CO-OP CLEAN Co., Ltd. also became the Detergent Division of the Japanese Consumers' Co-operative Union, functioning within the union's organizational structure.
- 1984** Implemented systemization of inventory control and logistics operations.
- 1986** Systemized production management operations.
- 1988** Introduced compact versions of laundry powder detergents and soaps (Sefter C, Oozora, New Clean C).
- 1989** The Detergent Division was dissolved, allowing the Company to specialize in development, production, and logistics.
- 1992** Introduced in-house equipment for forming and filling BIC liquid detergent refill packaging.
Relocated the head office from the Seikyo-Kaikin in Shibuya City to Toshima City.
- 1993** Began outsourcing logistics operations to CO-OP Express Co., Ltd. (now CX Cargo Co., Ltd.), expanding nationwide thereafter.
- 1994** Relocated the CO-OP CLEAN Research Institute to Warabi City, Saitama Prefecture.
- 1995** Began production of cosmetic soaps in Malaysia.
- 1998** Launched the CO-OP Detergent Campaign initiative.
- 1999** Brought in-house the research functions that had previously been outsourced to Asahi Denka Kogyo Co., Ltd.
Obtained ISO 9001 certification, updated to the 2000 edition in 2002.
- 2000** Introduced CBX forming and filling equipment as a successor to the BIC refill system.
- 2002** Moved the head office to Warabi City, Saitama Prefecture, integrating it with the Research Institute.
- 2004** Received ISO 14001 certification as a division of the Japanese Consumers' Co-operative Union.
- 2006** Joined the Roundtable on Sustainable Palm Oil (RSPO).
- 2007** Launched a new low-price product line based on the new CO-OP product policy.
Established environmental guidelines for CO-OP detergents as CO-OP CLEAN Co., Ltd.
- 2008** Celebrated the 30th anniversary of CO-OP CLEAN Co., Ltd. (May 2008).
- 2009** Began nationwide sales of the simplified Sefter E powder detergent package.
- 2010** Launched Sefter Energy, an ultra-compact liquid laundry detergent.
Introduced the CO-OP Basic series to replace the former low-price product line.
Launched the CO-OP Detergent Environmental Donation Campaign.
Added carbon footprint labeling to Sefter E and Sefter Bleach-In laundry powders and established the Company's new environmental policy.
- 2011** Began sales of oral care products such as dental rinse and mouthwash.
Launched non-CO-OP brand products for the mail-order division.
Stared the Borneo CO-OP Forest Donation Campaign as part of the CO-OP Detergent Environmental Donation initiative. Obtained approval for quasi-drug registration.
- 2012** Began procuring RSPO-certified palm oil under the Book and Claim model.
Integrated ISO 9001 into the Japanese Consumers' Co-Operative Union QMS.
- 2013** Launched Sefter NEXT, an ultra-compact powder laundry detergent.
- 2016** Renewed the Sefter series brand.
As the first release, launched Sefter ENERGY Powerful Clean and Sefter ENERGY Antibacterial and Deodorizing.
- 2018** Celebrated the 40th anniversary of CO-OP CLEAN Co., Ltd. (May 2018).
Expanded RSPO Book and Claim credit purchases to all Sefter laundry detergents.
Restarted the CO-OP Detergent Environmental Donation Campaign, supporting initiatives through WWF Japan.
- 2019** Marked the 50th anniversary of the Sefter brand.
Introduced a one-rinse formula for Sefter E laundry powder.
Launched RSPO mass-balance products, including vegetable-based cosmetic soap White.
- 2020** Expanded RSPO Book and Claim credit purchases to all CO-OP products manufactured by the Company.
- 2022** Renewed Sefter ENERGY concentrated liquid detergent, adding a function that removes 99% of viruses.
- 2024** Marked the 55th anniversary of the Sefter brand.
Revised the manufacturing methods for Sefter E and Sefter Bleach-in powder detergents, significantly reducing CO₂ emissions during production.
Adopted recycled PET bottled for Kitchen Mild dishwashing liquid.



Access
Information

A 10-minute walk from JR Saikyo Line
Toda Station

Note: Only local trains stop at Toda Station.

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