

News Release

July 22, 2020

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan group company, FV Japan, begins pilot project to sell face masks in beverage vending machines

Providing a one-stop platform to make face masks more accessible to consumers

Coca-Cola Bottlers Japan would like to extend its deepest sympathies to those who have been affected by COVID-19. The company also thanks all those who are continuing to work tirelessly to prevent the further spread of infection.

Coca-Cola Bottlers Japan group company, FV Japan Inc. (Headquarters in Toshima-ku, Tokyo; Representative Director & President Tatsuhiko Sano; hereafter “FV Japan”), will launch a pilot project to sell face masks in its vending machines from July 22, 2020.

For this project, five vending machines deployed in the market, Sunshine City (Toshima-ku, Tokyo), by FV Japan will be used to sell specially packaged face masks that are chilled just like all other cold drinks to meet the demand of users who want to cool down during the hot summer season. The masks, which will sell for 500 yen (tax included) apiece, are high-quality, washable and reusable models designed to absorb moisture, dry fast, eliminate odors. In addition they will provide a cool touch-and-feel as well as protection from UV exposure.



【Background behind selling masks in vending machines】

In this “with-COVID” period, wearing a mask is considered one of the most highly-recommended safety practices to prevent the further spread of virus infection. In light of this social demand, FV Japan came up with an idea to use its vending machines as a one-stop platform to make face masks more accessible to consumers, and decided to sell them as a test case in limited areas. This decision aligns perfectly with FV Japan’s continuous approach to contribute to the safety and well-being of customers and consumers through its products and services.

The mask is made of SEK Mark/Textile certified Aero Silver fabric.