



**InnovateX Co., Ltd.**

**Corporate  
Profile  
2025-26**



**Creating a sustainable future through  
technology that redefines waste plastic.**

**Turning mixed, composite, and hard-to-recycle  
plastics into building materials that remain in  
society.**

InnovateX transforms waste plastics—materials often destined for incineration or landfill—into building materials through proprietary technology.

From material development to product design and real-world implementation, we deliver an integrated approach.

# Recycling is not the end. It must become part of culture.

InnovateX transforms waste plastic from something to be disposed of into value that remains in society.

Our journey began with a simple question:

Can recycling really be called circular if the material does not continue to be used in society?

For us, recycling is only a means.

Only when materials are turned into products, placed in communities, and used over time does circularity become part of culture.

That is the future InnovateX is building.

## Formulation Design Tailored to Each Waste Stream

Corporate waste materials

5%~30%

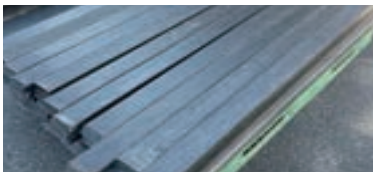
Proprietary formulation material 70%~95%

※Also made from waste plastic.

100% proprietary formulation material / EcoBorn

Approx. 14.9 kg-CO<sub>2</sub>e reduction per board

2×4 board, 182 cm / approx. 7 kg  
Compared with incineration.



**What is needed now is not disposal, but value creation.**

**Reduce what would otherwise be burned**

We create new applications for waste plastics that are difficult to recycle due to mixed materials, contamination, or composition.

**Go beyond recycling itself**

We do not stop at material recovery. We develop benches, tables, and building materials that can continue to be used in society.

**Connect technology to implementation**

From material R&D and prototyping to partnerships and installation, we build solutions that work in the real world.



Message from the Representative

Turning waste plastic with no destination into value that remains in society.

Not stopping at technology alone, but building systems that continue to be used.

That is InnovateX's mission.

Kikuo Itako

Representative Director

# Turning technology into real-world implementation.

Centered on our proprietary material EcoBorn, InnovateX designs waste plastic recycling not only as a technology, but as a practical business model with real social impact.

## 01 | Converting Corporate Waste into Building Materials

We work with hard-to-recycle waste materials generated by companies and verify their potential for conversion into building materials.

## 02 | Development and Supply of EcoBorn Products

We develop products using EcoBorn, including benches, gardening tables, decking materials, and louvers.

## 03 | Solutions for Municipalities and Facilities

We propose environmentally conscious products for public spaces and facilities, making circularity visible in everyday environments.

## 04 | Joint Development and Demonstration Projects

We collaborate with companies, municipalities, and facility operators on verification, co-development, and implementation projects.

## Our Strengths

### Technology for difficult waste streams

We take on waste plastics that conventional recycling often leaves behind.

### Visible environmental value

Our products make circularity tangible in places where people actually gather and use them.

### A vision beyond materials

We design not only what to make, but also where and how it will be used.

### A collaboration-friendly model

We build flexible partnership models for waste providers, municipalities, facilities, and business partners.

## RELENX | Making Circularity Visible

RELENX is a platform that makes resource circulation visible.

By registering the waste material provider, furniture type, purchaser, and installation site, the entire journey can be viewed online.

Each product can be fitted with a laser-marked metal plate featuring a QR code, allowing anyone to trace where the material came from, what it became, and where it is used today.



Waste Provider

Product Manufacturing

QR Plate

Web Visualization

Installation Site

## We are seeking co-creation partners.

- Companies looking for new uses for their waste plastics
- Municipalities and facilities seeking environmentally conscious furniture and materials
- Partners in materials, manufacturing, distribution, or demonstration projects
- Organizations aiming to make circularity visible and tangible

**We do not simply reduce waste.**

**We create value that remains in society and continues to be used.**



# From waste treatment to circular culture.

## History

**2020**

Started exploring ways to upcycle hard-to-recycle waste plastics through R&D and plastic processing expertise.

**2021**

Advanced research on additive technologies for bonding and melting waste plastics, establishing the direction of our proprietary formulation.

**2022**

Decided to introduce dedicated R&D equipment and strengthened the development framework through subsidy support.

**2023**

Verified formulation ratios and molding conditions for various waste plastics, successfully converting them into building materials.

The proprietary material was named EcoBorn.

**2024**

Started third-party strength verification and established InnovateX Co., Ltd. in August 2024 to accelerate validation using corporate waste materials.

**2025**

Expanded formulation testing with corporate waste streams, donated benches and gardening tables to municipalities, and launched prototyping services.

**2026**

Started product deliveries, expanded new business relationships, received the Grand Prize at the Mito Sakigake Business Awards, and entered the next phase of facility expansion and new factory planning.

## Company Information

**Company Name** InnovateX Co., Ltd.  
**Representative** Kikuo Itako, Representative Director  
**Established** August 2024

**Address**  
1682-6-2F Shimofuruuchi, Shirosato-machi,  
Higashiibaraki-gun, Ibaraki 311-4341, Japan

**Business**  
Development, manufacturing, and sales of recycled building materials using waste plastics  
Support for converting corporate waste into building materials and products  
Planning and proposals for public spaces and facilities  
Promotion of joint development and demonstration projects



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