

From being the handyman in the community to being a role of social infrastructure, Lawson is aiming to become a "Hot Station (Best Relief Hub) in Our Communities"

— Lawson's history of continuous innovations and challenges, responses to which include incorporating community voices to achieve its corporate philosophy —

Since its establishment, Lawson has responded proactively to changes in society, regularly identified customer needs, and developed new products and services. Lawson, which started as a handyman in the community, is now a component of infrastructure in the society.

To ensure its position as an essential part of the community that provides support for residents, Lawson is determined to continue pursuing and advancing the "Hot Station (Best Relief Hub) in Our Communities" from the customer's perspective.

LAWSON


1975
Opened the first LAWSON store in Sakurazuka, Toyonaka-city, Osaka



1977
Started 24 hour/day operations

1983
Started copying and printing services

1986
Launched "Kara-age-kun (fried chicken nuggets)"



1989
Started third-party bill settlement services for the payment of electricity and gas bills

1991
Started third-party bill settlement services for the payment of phone and water bills

1996
Launched "Lawson Ticket" service

1996
Opened the first overseas store in Shanghai, China

1998
Introduced "Loppi" multimedia terminals to all stores



2001
Established a joint ATM management company "Lawson ATM Networks, Inc."

2001
Opened first "NATURAL LAWSON" store



2002
Launched "Onigiriya" - the new rice ball brand

2003
Established "post boxes" in LAWSON stores nationwide




2005
Opened the first "LAWSON STORE 100" store



2009
Launched "L-Chiki (fried chicken)"

2010
Launched the "Ponta" common point program service



2010
Established the LAWSON Farm



2011
Established Lawson HMV Entertainment, Inc. (currently Lawson Entertainment, Inc.)

2014
Seijo Ishii



Acquired supermarket chain SEIJO ISHII CO., LTD.

2014
UNITED CINEMAS



Acquired United Entertainment Holdings Co., Ltd. via Lawson HMV Entertainment, Inc.

2018
Lawson Bank



Launched the operation of Lawson Bank, Inc.

2018
Launched the LAWSON FRESH PICK service



New Lawson Declaration


Lawson strives to be a "Hot Station (Best Relief Hub) in Our Communities" for everyone by offering the three "Whew!" Surprises.

Three Promises

- Superior taste
- Human kindness
- Environmental (Machi) friendliness

Three "Whew!" Surprises for the Three Promises

- Surprise "Whew!" discoveries
- Surprise "Whew!" happiness
- Surprise "Whew!" kindness



1975/6 Handyman in the community

Started environmental activities

1992
Set up store donation activity



1994
Joined "Arakawa River clean Aid"



1995
The Great Hanshin Earthquake Donation fund

Started social contribution activities


1997
Announced the Declaration of Commitment to Clean rest room

1999
Stopped including chopsticks, spoon, or fork in boxed meals

2000
Mt. Fuji forest improvement project


1998
ISO14001 certification

1999
Individual Store Campaign



Disaster preparedness

2001
Introduced store uniforms made out of at least 50% recycled PET




2003
● First Comprehensive regional agreement with Wakayama Prefecture in Japan
● Opened the first store offering prescription medicines

Launched a full-scale food recycling

2006
● Agreement with Ministry of Environment
● Started recycling waste oil in all stores

2007
Started "Bring Your Own Bag" campaign



2008
Set own action targets for reducing CO₂ emissions

Commenced full-scale efforts to reduce CO₂ emissions

2010
Opened first eco-friendly model store

2011
Set up "Support Dreams Fund" (Scholarship Program for victims of the Great East Japan Earthquake)

2012
● Installed solar power system on the roofs of approx. 2,000 stores
● Launched bran bread that contains grain husks
● Started mobile sales of food products and daily necessities

Promoting the growth of consumer health consciousness

2014
Selected as a Nadeshiko Brand (five consecutive years 2014–2018) / Opened an on-site childcare facility Happy Lawson Nursery

2015
Selected for the 2015 Health & Productivity Stock Selection (three consecutive years 2015–2017)

2016
Obtained the Resilience Certification

2017
Set up the "Support Dreams Fund" (Scholarship Program for children from single-parent families)