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AEON CO., LTD.
AEON TOWN Co., Ltd.
MAXVALU KANTO CO., LTD.

The second store of “Smart Aeon”, Aeon’s next-generation ECO Store
Aeon Town Shin-Funabashi—Grand Opening on April 12
Aeon Town Shin-Funabashi has been selected as a model project of the Housing & Building CO₂-Saving Initiative Business of the Ministry of Land, Infrastructure, Transport and Tourism

Aeon will open Aeon Town Shin-Funabashi (hereinafter, “SC”) in Funabashi, Chiba on Friday, April 12.

The SC will open as the second store of Aeon’s next-generation ECO Store, “Smart Aeon”, which is equipped with higher energy efficiency or disaster prevention functions in collaboration with the community, based on rising social needs for energy and power-saving, the shortage of electricity supply that is expected in the future and the experience of the Great East Japan Earthquake.

The SC will provide products and services that are based on the daily lives of customers in the community and with the aim of serving as a Life Style Supporter that supports a rich life, it intends to propose an even more convenient living to customers in the community together with Aeon Mall Funabashi, which opened in the same area in April last year.

The SC is a facility subject to a project that plays an initiative role and has been selected in the Building (Non-Housing) Small and Medium-Sized Construction Division of the FY2012 First Housing & Building CO₂-Saving Initiative Business of the Ministry of Land, Infrastructure, Transport and Tourism. The SC is Aeon’s top level energy-saving commercial facility that aims to reduce approximately 50% of the baseline prescribed in the Rationalization in Energy Use Law by significantly restricting energy use of air conditioning, ventilation and lighting compared to conventional equipment through efforts that include the introduction of high efficiency air conditioning systems and the switching of all lights of the SC to LED lights.

70% of freezer/refrigerator showcases in food supermarket Maxvalu, the core store, will adopt high efficiency CO₂-refrigerant refrigerators that do not destroy the ozone layer and have small greenhouse gas effects for the first time in a supermarket in Chiba Prefecture. Through the introduction of such equipment and the installation of LED lights and doors in freezer/refrigerator showcases, the Maxvalu store aims to achieve an energy-saving effect of approximately 50% in total, compared to conventional stores.

On the rooftop there will be a rental vegetable garden, GARDEN FARM, and on the second floor (outdoor) there will be a Community Garden where various events can be held. The SC aims to revitalize the community as well as reducing heat load through roof greening.



[Location of the SC]

The SC is located east of Shin-Funabashi station of the Tobu Noda line in Funabashi city, Chiba Prefecture. It will open in a new town that is based on the Smart Share Town Concept of the Mira SATO Project, an environmentally friendly urban development project of the Funabashi Eastern Station-Front Development Business by Mitsubishi Corporation and Nomura Real Estate Development Co., Ltd. Located approximately 30 minutes to both Tokyo and Chiba on the Sobu Express Line from JR Funabashi station, the area is very convenient in terms of commuting to work and school, and expects an increase in the population.

In cooperation with Aeon's shopping mall Aeon Mall Funabashi, which caters to every generation of customers, the SC intends to contribute to developing an even more convenient town by making concerted efforts in environmental conservation and social contribution activities.

[The structure of the SC and main attributes]

Maxvalu and 25 specialty stores support daily convenience and the creation of a richer life

In order to address changes in regional attributes and demographics as well as the rise in awareness toward health and the global environment, the SC offers a well-balanced lineup of services that make life richer such as computer classes, gardening classes, beauty salon for man and pets, as well as products such as life necessities, food that are frequently purchased and kitchen goods. It is a two-story (with a parking lot for 144 cars and a bicycle parking lot for 268 bikes) commercial facility that consists of 25 specialty stores centered around Maxvalu, which is open 24 hours a day.

Supports the vitalization of the community with an event space (approx. 200 square meters) and a rooftop vegetable garden

At nationwide SCs operated by Aeon Town, various events are planned and held in collaboration with the area's community and other circles, NPOs and various schools. Centered around its event space, Community Garden, and outdoor vegetable garden, GARDEN FARM, Aeon Town Shin-Funabashi will also offer events to vitalize the regional community so that the SC can become a place where customers in the community can deepen their exchanges and discover new things.