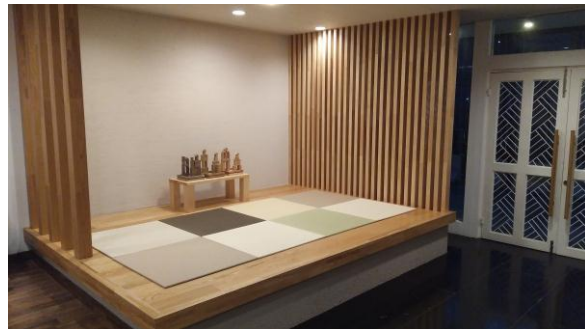


For Immediate Release

Sumitomo Forestry Co., Ltd.

One-Stop Service with Japanese Quality
Sumitomo Forestry Indonesia Opens Showroom

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Headquarters: Chiyoda-ku, Tokyo; hereinafter, Sumitomo Forestry) announced that PT. Sumitomo Forestry Indonesia, its subsidiary in Indonesia that imports, exports, and wholesales timber and building materials, will open Indonesia's first Sumitomo Forestry showroom in Jakarta on July 24, 2017.



The Sumitomo Forestry Indonesia showroom offers a total design service, from planning to construction of building materials and interior components for homes. Outsourcing all construction as single jobs to affiliated builders that employ Japanese staff, the company is providing a one-stop service with Japanese quality.

It is normal in Indonesia for customers to select products individually, with construction of each product by different builders, but there are always concerns about uniformity of design when completing the living spaces. Located on the first floor of the showroom is a sample living space that helps customers more easily understand the interior finish. On the second floor is a much more detailed display of individual products with multiple color choices where customers can get to experience the product features.

Fully demonstrating the appeal of timber across products such as wood flooring materials, wall materials, and closets, the majority of products on display in the showroom are manufactured in Sumitomo Forestry's Indonesian plants. Also on display are products manufactured by the company's Japanese building material affiliates, including kitchens, water purifiers, tatami mats, ceiling materials, and plastering materials, as an expression of high quality living spaces that offer the safety and peace of mind characteristic of Japan.

The Sumitomo Forestry Group has the longest history of any Japanese company in Indonesia, going back to the establishment of PT. Kutai Timber Indonesia (KTI) in 1970. Indonesia is experiencing remarkable economic growth right now, and as such demand for quality in all things in the country will increase going forward. Using its knowledge and experience in timber and building materials, the Sumitomo Forestry Group will continue to provide comfortable living environments as it contributes to realizing more prosperous housing and lifestyles for the people of Indonesia.

■ Showroom outline

Name: Interior Design Showroom
Location: Ruko Wisteria, Lantai 1, Jl. Panglima Polim Raya No. 7A Kebayoran Baru, Jakarta Selatan 12160
Total floor area: 207.3 m²
Telephone: (+62)-21-2277-4480
Email: showroom@sf-indonesia.com

Reference

Sumitomo Forestry Indonesia showroom details

The first floor of the showroom is a living space set up as a living room and dining room. The flooring, walls, and furniture displayed use a lot of wood building materials manufactured by the Sumitomo Forestry Group's PT. Kutai Timber Indonesia (KTI) and PT. Sinar Rimba Pasifik (SRP) to create an interior with the unique characteristics of wood that Sumitomo Forestry is known for. With a stainless steel kitchen island and touches of tatami and other materials with a feel of Japan, the display aims to provide customers with an image of a Japanese living space.

The second floor consists of a number of individual manufacturer booths in addition to a separate wood section where customers can select from a range of wood materials that Sumitomo Forestry is known for, enabling customers to experience a range of features at the same time as obtaining detailed information on the products they saw downstairs. Various pattern and color samples of products are available as well, which enables customers to choose individual building materials while talking to Sumitomo Forestry staff in a totally coordinated comfortable space offering harmonious design.

After customers have chosen their designs, Sumitomo Forestry's affiliated builders take on all construction work as single jobs, which eliminates problems such as inconsistent design and construction delays caused by multiple builders working on different parts, and delivers Japanese quality construction.