

Launch of DUE CLASSO Houses for Dual-Income Families

Rich lifestyles through ingenious houses that expedite housework
and work style reforms

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Headquarters: Chiyoda-ku, Tokyo; hereinafter, Sumitomo Forestry) announced today the launch of DUE CLASSO custom-built houses for dual-income families. These houses are filled with great ideas for families to fully enjoy the precious moments born from helping each other. They can balance work with housework to achieve comfortable lifestyles.

Through surveys conducted on users of the information website Nikkei DUAL and research during round-table discussions, Sumitomo Forestry grasped the needs of dual-income families and arrived at three proposals for improving housework efficiency. Together with expertise nurtured through delivering approximately 300,000 homes, these houses are characterized by designs which allow housework to be promptly finished, spaces where everyone can enjoy doing housework together, and the use of the latest technologies to ensure safety and security.

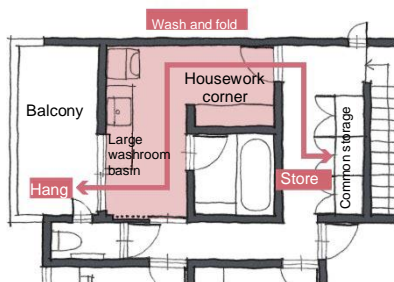
The Japanese government is promoting work style reform where people can realize their own styles of working. Sumitomo Forestry hopes to support work style reform on the sidelines by offering houses where families help one another and housework can be done efficiently, and not just having spouses and children help with housework.

■ DUE CLASSO's three proposals for housework

1. *Saku-kaji* (prompt housework)—Proposal where housework is promptly finished

Dual-income families often feel that there is “never enough time.” This proposal supports daily life through efficient movement flow, and is filled with room plans, movement flow, and storage ideas so that families can do housework efficiently.

- Smooth flow for washing clothes that keeps movement for washing, drying, folding, and storing within a single floor using the shortest distance.
- Open kitchens and plumbing designs that allow family members to easily help with housework.
- Storage designs that make things easy to see and retrieve.



Smooth flow for washing clothes



Open kitchen

2. *Tomo-kaji* (housework together)—Proposal where families can enjoy doing housework together

Flow and room plans are designed to make it easier for family members to join in housework and communicate with each other. This proposal offers houses that make family members actively want to participate in housework.

- Dining room and kitchen designs characterized by large-volume L-shaped kitchen counters which make helping with housework easy and stimulate conversation, as well as open kitchens where people do not get in the way of each other.
- Double basins in the washroom so that time can be used effectively during the busy morning hours.
- Storage is designed for each member of the family along the movement flow, and room plans are designed to make it easy for each person to store things neatly.



L-shaped kitchen usable by the whole family



Double basins in the washroom



Private storage

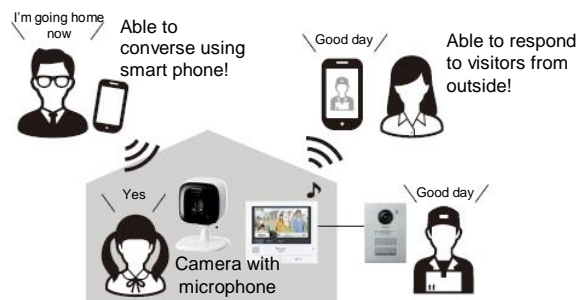
3. *Shin-kaji* (new housework)—Supporting housework with the latest technologies

The latest functions are adopted into lifestyles to effectively use time in the day when no one is around, and realize safe and secure living.

- Suppressing utility bills using a twin approach of solar power generation systems and fuel cell units for homes.
- Home delivery boxes to allow parcels to be received even when no one is at home.
- Highly secure door intercommunication systems with recording functions and connected to networks allowing visitors to be verified when no-one is home.
- Creating clean and comfortable indoor environments with central air-conditioning systems.



Home delivery box built into entrance gate



Networked door intercommunication system with camera

■ Proposing rich lifestyles for fully enjoying private time

To fully enjoy the time generated by the three proposals, Sumitomo Forestry hopes to provide houses where dual-income families leading busy lives can relax and unwind during their own free time.

- Pleasant bedrooms allowing sound sleep
Bedrooms with wooden interior and indirect lighting which have undergone repeated verifications at Tsukuba Research Institute are used to improve sleep quality.
- Large balconies where people can enjoy barbecues
- Beauty salon-like bathrooms with facilities such as cypress bathtubs to heal tired bodies



■ Product overview

Product names:	DUE CLASSO
Launch date:	August 4, 2017
Sales area:	Japan (excluding Okinawa)
Construction:	Big-Frame construction method
Body price:	From ¥650,000 per 3.3 m ² (tax excluded) (model plan of 186 m ² for house with three bedrooms, living room, dining room, and kitchen)
Origin of product name:	<ul style="list-style-type: none"> • “DUE” means “two” in Italian, and encompasses the meaning of “husband and wife together.” “CLASSO” is a word created from “<i>di classe</i>” (meaning “high class or stylish” in Italian) and “<i>kurasō</i>” (meaning “to live together” in Japanese). • The name encompasses Sumitomo Forestry’s hope to provide new ways of living for dual-income families that treat both work and family importantly.

■ Background

Based on the White Paper on Gender Equality 2016 published by Japan’s Cabinet Office, the trend for dual-income households, where both husband and wife work, has been increasing yearly since 1980. Since 1997, the number of dual-income households has exceeded those with a working husband and a stay-at-home wife, exceeding approximately 60%. In addition, perceptions about the roles of the sexes are changing. In 2014, the proportion of women against the idea that husbands should work outside while wives look after the home exceeded the proportion that agreed, while the proportions of men agreeing and disagreeing were about the same at 46.5%. Since 1980 when this survey started, the proportion of both men and women against this idea has been on a rising trend. With the increase in dual-income households, men have also become more willing to do housework. Against this backdrop, Sumitomo Forestry thinks there is a need for housing products which allow housework to be efficiently done regardless of sex, and therefore set about developing housing for dual-income families.