

October 14, 2011  
Sumitomo Forestry Co., Ltd.

New House Strengthens Family Ties by Ensuring Necessary Distance

## Sumitomo Forestry to Launch *ikiki* Duplex House

—Industry-Leading Sound Insulation Allows Comfortable, Stress-free Living—

Sumitomo Forestry Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President and Representative Director: Akira Ichikawa) on October 14 will launch a new duplex house product, *ikiki*, as its second lifestyle-recommendation product. It follows a theme of “family communication as viewed from a mother’s standpoint” and embraces “consideration” to accommodate the necessary distance between individual family members.

Customers who purchase the product are likely to be young dual-income couples or healthy parents looking to rebuild so that two households can live under the same roof. Developed with a focus on the standpoint of a young mother, who plays a key role in maintaining ties between the two households, layout proposals promote communication between the households while preserving privacy and achieve the right amount of independence and sharing. Specific proposals are based on one of two family scenarios—whether the parents are his or hers—with techniques used throughout in order to ensure a comfortable, necessary distance between the households. Sumitomo Forestry employs custom design to realize homes that allow the two households to communicate and help each other out in a practical way while showing respect in regard to lifestyle.

The way sound travels between floors is also a necessary consideration for duplex houses accommodating families with different lifestyles. Sumitomo Forestry employs its newly developed high-performance “60-Spec Sound Insulation” flooring as standard in the new product to help realize comfortable, stress-free living.

### ■ Background to Development

Interest in duplex houses, which make it easier to strike a balance between working life and looking after a home and children, has risen in recent years as economic uncertainty and workplace environments more conducive to employment of women, among other factors, have led to an increasing number of dual-income couples. More home-seekers are also placing greater value on family ties in the wake of the Great East Japan Earthquake and wish to live with family under the same roof. Sumitomo Forestry has experienced rising demand for duplex houses particularly in areas affected by the disaster.

In a quickly aging Japanese society, Sumitomo Forestry has focused on greater expectations that parents will help with housework and childcare as a factor motivating couples to want to live with their parents. There is also a tendency among the parents, even though they intend to stay youthful and active for as long as they can, to want to be able to turn to their children if something untoward happens. For two households which have hitherto lived separately to come together under the same roof and strengthen their ties, it is important that they respect each other’s lifestyle. Duplex houses that enable the two generations to maintain a comfortable distance and stay stress-free, both when they are spending time together or apart, are therefore essential.

The name *ikiki* comes from the Japanese for “to go back and forth” and refers to the way that family members can go to and fro within the house, and to the communication between them.

## ■ Product Overview

Name:	<i>ikiki</i>
Launch date:	October 14, 2011
Sales area:	Nationwide (not including Okinawa Prefecture)
Construction:	Multi-balance, big-frame, and two-by-four construction homes
Body price:	From ¥510,000/3.3m <sup>2</sup> (tax included)
Sales target for first fiscal year:	1,300 homes