

## **Sumitomo Forestry to Launch New Concepts in Next-generation Housing Display Center Strategy**

—A New Strategic Focus for Custom-built Housing Products in Urban Markets—

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo) announced today a next-generation housing display center strategic approach featuring unique initiatives designed to promote better communication with customers on home building issues. Two housing display centers based on this new concept have been developed in the Tokyo metropolitan area, with plans to build more around the country.

Sumitomo Forestry sees housing display centers as an important tool for providing customers with a fuller picture of home construction to enable a better understanding of their specific wishes, and also to promote characteristics of the *Sumitomo Forestry Home* houses approach to house-building. The next-generation housing display center concept encompasses a technology housing display center (with a particular focus on the technological and performance advantages of *Sumitomo Forestry Home* houses products) and a proto-housing display center (which makes full use of the unique qualities of wood, a key characteristic of *Sumitomo Forestry Home* houses). These will be rolled out to major sites throughout Japan.

These housing display centers are a new important focal point for the Tokyo metropolitan strategic approach that is a key component of the company's custom-built home operations, by providing a venue for presenting directly to customers on the benefits and advantages of products. Model homes will double as the sales base for the local region. New housing display centers will be set up as centers for communication of information used to provide customers with appropriate and simple-to-understand materials and promote safety and security in home building.

### ■ Technology Housing Display Center

Sumitomo Forestry has employed a number of innovative display techniques that allow customers to inspect and touch products at close range. The technology home provides customers with a direct tactile experience of a genuine wood home while demonstrating the structural benefits of Big-Frame (BF) construction method, which was developed by Sumitomo Forestry specifically for use with Japan's first wooden beam Rahmen structure. Customers can inspect technical innovations such as BF metal joints and large columns as well as underfloor foundations. The first display home will open at Seta in Setagaya Ward, Tokyo, for the benefit of potential customers currently in negotiations in the Tokyo region, followed by others in Osaka and Nagoya.

Construction site tours represent the best way to demonstrate to potential customers the structural superiority of BF construction method. However these can be difficult to arrange due to restrictions on time and location. The solution is to build permanent model homes where the underlying structure is clearly visible, so that prospective customers can see exactly how BF method works.

### ■ Proto-housing display center

The first proto-housing display center opened at Shin-Yurigaoka (Asao Ward, Kawasaki, Kanagawa Prefecture) in January 2013, with a nationwide rollout to follow. The proto-housing display center showcases the unique qualities of natural wood, a key characteristic of Sumitomo Forestry House homes, along with conceptual consistency linking external finish with internal spaces. Proto-housing display centers will be available in single and two-generation household configurations, and will be tailored to regional conditions in each location.

The external finishes are a combination of exterior wood panels and tiling which display Sumitomo Forestry's approach. The carefully coordinated design aesthetic encompasses floor plans, color schemes and interior and exterior designs. The garden of the proto-housing display center showcases elements of the *Hagukumi* garden based on the concept of nurturing the bodies and the five senses of children. Thus, the proto-housing display center constitutes a complete home and garden package.

The proto-housing display center will be used in nationwide advertising and promotion and as the public face of the company's house construction and to promote the "*Sumitomo Forestry Home*" brand. Sumitomo Forestry is committed to being the standard-bearer for the domestic wooden housing industry in Japan.