

May 17, 2013

Sumitomo Forestry Co., Ltd.

Sumitomo Forestry Crest Co., Ltd.

Offering New Ideas Using the Qualities of Wood and Easy-to-Use Materials

**Sumitomo Forestry Crest to Launch *BeRiche* Wooden Housing Materials
for Six Different Interior Design Ideas**

Sumitomo Forestry Crest Co., Ltd. (President and Representative Director: Yoshihiro Yoshioka; Head Office: Nagoya City, Aichi Prefecture), which is a manufacturer and distributor of wood-based housing materials, and housing systems and fixtures, and a subsidiary of Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo), announced today plans to launch the *BeRiche* series on June 1, 2013. The series consists of products such as floorings, doors and storage cabinets enabling a wide range of diversified interior style ideas.

The name of this series uses the French word “riche,” meaning rich or abundant, with the English verb “be,” added to the front. The company coined the term to convey the development concept of “creating a more abundant lifestyle.” The wide product lineup uses sawn timber wood-flooring, which maximizes the comfort of natural wood tones and beauty of natural wood, and beautiful wood grain gradation sheets that reflect the rich variations found in natural wood as a motif. The series offers six different interior design styles, consisting of products such as doors and storage furnishings that can be matched in various color combinations. Moreover, the product specifications are designed to reduce the possibility of fittings coming loose, or falling, during an earthquake or due to other jolts, and also take into account long-term usage. In this fashion, the products integrate the overall strength of Sumitomo Forestry Group, which centers on wood, while also providing customers with a higher level of safety and reassurance than before.

■ Product Overview

Name:	<i>BeRiche</i> series
Launch date:	June 1, 2013
Sales area:	Nationwide (Japan)
Sales target for first fiscal year:	¥12 billion
Major products:	Flooring (decorative wood flooring that uses sawn timber wood, decorative wood flooring, veneer color flooring, sheet flooring)Interior doors (hinged doors, regular and outset sliding doors, senior care fittings) Closet fittings, entrance cabinet, stairway set, decorative construction materials, etc.