

November 1, 2013

For Immediate Release

Sumitomo Forestry Co., Ltd.

8th Product in Super Natural Materials Series
Beautiful tones that improve with age, offering products in mahogany,
one of the world's three most precious types of wood

Launch of Super Natural Mahogany

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: 3-2, Otemachi 1-chome, Chiyoda-ku, Tokyo) announced the release of Super Natural Mahogany on November 1, 2013. This new product, a material for housing interiors, is made from mahogany, one of the world's three most precious species of wood. Natural solid mahogany, which has its own distinctive luster and beautiful wood grain, richens with age. The product gives a room's interior a superior, elegant tone. Super Natural Mahogany is manufactured from mahogany*¹ that has been properly managed. Sumitomo Forestry Group, whose network is expanding in Japan and abroad, can leverage its unique procurement and stable supply capabilities for nationwide promotion of this product, which uses mahogany manufactured under appropriate management as an interior material.

- **Product** Super Natural Mahogany
- **Release date** November 1, 2013
- **Sales area** Nationwide (excluding Okinawa)
- **Price** Starting from ¥580,000/3.3 square meters (tax included)
- **Sales goal** 500 units

Product overview

This is the eighth product in the Super Natural Series, which is a series of original products. Sumitomo Forestry, which specializes in wood, procures timber through its group network and is selective about the type of wood it uses. The first product in the series was Super Natural 500 Oak, released in April 2002. Materials include oak, teak, pine, maple, bamboo, walnut, and cherry. As professionals in wooden houses that capture the qualities of real timber, Sumitomo Forestry offers room interiors that display its qualities and finds the best way to maximize the features of each variety of wood.

By including mahogany to its Super Natural Series, which already includes teak and walnut, Sumitomo Forestry now offers interior materials made from the world's three most precious species of wood. The characteristics of mahogany are its bright golden gloss and beautiful, tinted stripes. As the mahogany ages, the texture of the wood becomes more subdued and its luxurious beauty is enhanced. For centuries, mahogany has been used to manufacture items including high-end furniture, musical instruments, and sculptures. In addition, it is employed in the interiors of hotels, concert halls and the like.

Product features

The mahogany used in the materials Sumitomo Forestry offers originates from plantations that are properly managed by a public forestry company in Indonesia and also takes into account environmental protection. Traceability is now being applied to the materials being used. The public forestry company assign individual identification numbers to the trees and numbers are assigned to the timber after processing to manage traceability. Manufacturing is handled by PT. Sinar Rimba Pasifik (President: Hiroyuki Miyazaki; Location: Jawa Timur, Republic of Indonesia), a group company that deals in the manufacture and sale of wooden interior materials. Sinar Rimba Pasifik painstakingly manufactures and processes each and every piece of timber into flooring material. In particular, the final step of processing, the meticulous polishing of the surface of the flooring material is crucial to beautifully accentuate the luster and tinted grain of the wood, which is the key feature of mahogany. The smooth feeling of the wood is comfortable to walk on and exudes warmth, in addition to the natural feeling that only comes from natural materials. The glossy wood grain gives off a variety of ambiances, changing from gold to brown in color depending on the lighting of a room, thereby producing a high-quality interior.

After the launch of Super Natural Cherry, released in April 2007, Sumitomo Forestry began examining the use of mahogany for interior materials. Commercialization of the product was achieved owing to the stable procurement of mahogany cultivated on timber plantations by a public forestry company in Indonesia, and as production systems have been put in place at SRP, a group company, facilitating steady supply of mahogany materials. In addition to flooring materials, Sumitomo Forestry plans to offer a comprehensive range of interior materials, including doors and stairs.

■ Allure of mahogany

- (1) The glossy wood grain creates a room interior filled with a high-quality feel
Mahogany has a bright golden gloss and has beautifully tinted, striped wood grain. Room interiors which exude a serene, high quality feeling can be achieved by using mahogany, because the tone of the wood becomes richer over years.
- (2) Harder and stronger than other woods, and virtually scratch resistant
It excels in terms of rigidity and strength, and is highly scratch resistant. In addition to its beauty, mahogany is also alluring owing to its strength and durability. As evidence of this, antique, eighteenth century furniture continues to be sold at high prices.
- (3) Easy to work with and outstanding dimensional stability
There is little warping and splitting, and the wood is easy to process. From olden times, mahogany was adapted for use as a material to make items such as extravagantly decorated furniture, musical instruments, and to decorate room interiors.
- (4) High level of durability
Today there are still mahogany buildings, sculptures, and other structures still standing after hundreds of years as the wood dries fairly quickly and as it exhibits excellent durability.

(*1) Mahogany is indigenous to Central and South America. Under scientific classification, mahogany species of the Meliaceae family are categorized into three species. The type used in this product is big-leaf mahogany, plantation timber that is properly managed by a public forestry company in Indonesia. Mahogany is not protected under the Washington Convention (Convention on International Trade in Endangered Species of Wild Fauna and Flora).