

November 20, 2013

For Immediate Release

Sumitomo Forestry Co., Ltd.
Sumitomo Forestry Crest Co., Ltd.

New eco-friendly flooring products made from domestic wood
Product included in the Wood-Use Points Program
Launch of *BeRiche* Home Wood Flooring Made from Domestic Materials

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 the launch on November 20, 2013 of *BeRiche* color flooring TR-J. Made from domestic timber, it is gentle on humans and the environment, and has been certified under the government's Wood-Use Points Program. This product is part of the *BeRiche* series of wooden home materials made from domestic timber that were launched on June 1, 2013. In addition, five product variations in the *BeRiche* series were added to the Sist S-J flooring marketed thus far. The enhanced *BeRiche* Sist S-J flooring materials made from Japanese timber were also released on the same day.

The base material for both flooring products utilizes plywood made from domestic wood resources. This eco-friendly flooring is gentle on humans and the environment. It is the mission of Sumitomo Forestry to promote the use of Japanese timber materials to revive the domestic forestry industry and to preserve the beauty of Japan's forests.

■ **Product profile**

Product using domestic timber for surface veneer and base materials

*** Wood-Use Points product**

Product	<i>BeRiche</i> color flooring TR-J
Release date	November 20, 2013
Sales area	Nationwide
Based price	Starting from ¥19,000/3.3 square meters (excluding tax)
First year sales goal	¥120 million/year

Sheet flooring product using domestic timber as a base material

Product	<i>BeRiche</i> Sist S-J
Release date	November 20, 2013
Sales area	Nationwide
Based price	Starting from ¥26,000/3.3 square meters (excluding tax)
First year sales goal	¥2,040 million/year

■ Product features

The *BeRiche* series consists of products such as flooring, doors and storage cabinets enabling a wide range of diversified interior style ideas. The two products launched on November 20 use Sakhalin fir and Japanese cypress timber grown in Japan as the flooring base material. *BeRiche*, color flooring TR-J, uses a domestic birch wood for the surface veneer. The product was certified under the Wood-Use Points Program. This points program, which aims to promote regional economies through the active use of local materials, is expected to spark demand. The *BeRiche* Sist S-J will include the same color combinations as used in the *BeRiche* series thus far. This eco-friendly flooring enhances a room's interior and has various functions, such as scratch resistance, and is easy to clean and repair.

■ Product development background

Around 70% of Japan's total land area is covered by forest. Despite this, the self-sufficiency ratio (amount of domestic wood used to fill total wood demand) is less than 30%*1. Because of this, the Japanese government enacted the Act for Promotion of Use of Wood in Public Buildings in 2010 and in April 2013 launched the Wood-Use Points Program to promote the use of domestic wood materials. Since its founding in 1691, the aim of the Sumitomo Forestry Group has been to contribute to the realization of a fruitful society through various services related to housing and lifestyles that use wood, which is a renewable resource and is gentle on humans and the Earth. Thus far the company has embarked on actively using domestic wood materials in the development of housing-related materials, wood materials, and also lumber products for construction. Sumitomo Forestry believes that the recent development of these products will contribute to revitalizing the domestic forest industry, by promoting the efficient use of domestic materials, and also to the sustainable preservation of forest resources.

*1 Forestry Agency, Table of Timber Supply and Demand

Reference: Details of product specifications

(1) *BeRiche* Color flooring TR-J

Color Combinations	3 variations (<i>BeRiche</i> maple, <i>BeRiche</i> cherry, <i>BeRiche</i> walnut)
Features	Antibacterial, crack resistant, scratch resistant, protected against scuffing by casters, no need for waxing
Size	Width 303 × length 1,818 × thickness 12 mm
Surface	Birch veneer
Base material	Domestic plywood (Japanese cypress) + MDF (medium density fiberboard)

(2) *BeRiche* Sist S-J

Color Combination	5 variations (<i>BeRiche</i> white, <i>BeRiche</i> maple, <i>BeRiche</i> oak, <i>BeRiche</i> cherry, <i>BeRiche</i> walnut)
Features	Antibacterial, crack resistant, scratch resistant, protected against scuffing by casters, pet protected (scratching/staining), no need for waxing, can be used with floor heaters
Size	Width 303 × length 1,818 × thickness 12 mm
Surface	Reinforced film (olefin)
Base material	Domestic plywood (Sakhalin fir) + MDF (medium density fiberboard)